

To all alike

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Books Open to All.

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we extend the same rate, and, while some advertisers may have endeavored to contend it,

The Philadelphia RECORD

has always won this point, viz.: that if all newspapers were as low in rate, circulation proportionate, advertising expenses would be comparatively low.

The fiberal is, that in giving service THE REC-ORD does it well—so well that, if a client should drop out, he'll be back again forthwith. It's a scarce article, the newspaper that produces a telling effect on business; but such is THE RECORD and you've but to try it.

For the rates address

Average Circulation in 1896: Daily Edition - 170,402 Sunday " - 124,234 THE RECORD PUBLISHING CO.,
Philadelphia.

A souvenir of our Anniversary Edition is free for the asking.



When Considering

What to Buy and Where to Buy It

the local country weekly is a big factor.

Advertisements which have regularly appeared week after week, month in and month out, in that local family paper direct the purchases. They open the pocket-books of the country people who so thoroughly read and believe in the town and the newspaper which represents it.

The local paper is a power irresistible and thorough.

One million families reached weekly in the New England, Middle and Atlantic Slope by the 1,600 local family papers of the Atlantic Coast Lists. One order, one electro does the business. Catalogue for the asking.

ATLANTIC COAST LISTS, 134 Leonard St., New York.

PRINTERS' INK.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1890.

Vol. XX.

NEW YORK, JULY 7, 1897.

No. I.

LETTERS AND LISTS.

Mr. Clem H. Congdon edits a bright publication devoted to bill distributors called the Philadelphia Sun. Recently, when the subject of letters from which to secure agents' names was being discussed in PRINTERS' INK, Mr. Congdon intimated that he knew something about the subject. The Little Schoolmaster asked him to stand and deliver, and this is a pretty accu-

rate report of what he said :

"'Letters' and 'Lists' broke into the mail order trade some time prior to 1875, when George P. Rowell was doing business at No. 41 Park Row out a meal to get out the Agents' Guide, then issued at Chicago. The first offender seems to have been the L'Orient Chemical Company, of Bristol, R. I. In 1878, according to the Southern Agents' Manual (Atlanta, Ga.), one F. A. Dunham, Stevensville, Me., offered \$5 per 100 for the names of 'canvassers.' About this time Mr. Bowles, of Vermont, published the first of his 'lists,' a thougood lists they were, too, in my opinion. In 1880 H. H. Hull-he of a million letters and 50,000,000 namesappeared on the scene and the rest followed. I materialized in 1887. So much for the history of 'Letters' and 'Lists' up to the point where I must give to L. Lum Smith, of the Agents' Herald, the entire credit for developing and perfecting 'Letters' and 'Lists.'

"Among the firms buying, trading, renting and selling letters are: The ter Company, No. 557 Greenwich st., New York, and others.

"What are letters worth? All depends on what they refer to, who they are addressed to and the date. Eggs are strictly not in it with 'Letters' and 'Lists' when it comes to perishing. If I were asked to name the most valuable collection of uncopied letters in the country to-day, I would say those in the files of Lydia E. Pinkham. They can't be bought. old girl won't even answer a letter about them. She has a good thing and she knows it. I don't know what sort of a plant she has at Lynn and it doesn't matter much, as her files are and 'Jimmy' Scott was going with- worth more than the plant. Probably the next best lot is that of the Wilcox Specific Medicine Co. of Philadelphia, which has never been copied or used except by the proprietors of the concern. Then come the 'Lost Manhood' lots and others of the like. These are the most valuable because a constant market exists for them and they bring high prices. Dr. Fowler, of Moodus, Conn., for instance, will pay \$20 for the use of 1,0.0 'Lost Manhood' sand names to the sheet; and right letters for 20 days, provided they are less than a year old, have never been copied and are the first replies to ads. By the way, Fowler uses little other advertising. Letters have, I believe, made him wealthy.

"Then come agents' letters. These are not so marketable. There are two kinds of agents' letters. One variety emanates from a good-natured horde who imagine they are agents and the others from earnest, honest, active men and women who earn much more than the average doctor, lawyer, clerk Packet System, Bishop Building, Philo or mechanic. These men and women adelphia, Pa.; the Philadelphia Letter are agents. They are the only valu-Exchange, No. 329 N. 15th st., Phil- able asset of many houses employing adelphia, Pa.; the Continental Com- them. What they are worth is well pany, Station E, New York; Frank R. illustrated by a verdict sustained in the Carter, No. 114 W. 34th st., New Federal Court at Chicago on May 26, York; H. H. Hull, 6th Ave. and 31st when Mrs. F. J. Crimin, a canvassing st., New York; the Mail Order Let- agent, was awarded \$6,000 damages

because her employer, John A. Mc-Gill, sold goods in her territory without her authority and without crediting the commissions to her. Mrs.

Crimin is one of an army.

"How are they used? If I had a stock of fake silverware that I could not give away, which nobody would steal, and which I had to dispose of, I would at once buy several thousand letters 'pulled' by an ad like this one:

"The rest would be easy. If, instead I had standard goods to offer; Williams, Davis, Brooks & C.
really wanted first-class agents—men troit, was characteristic. In
and women of the Mrs. Crimin stripe

—I would want letters pulled by an adcopy, from which we quote:
something like this one:

"We believe that the who

AN OPPORTUNITY is offered experienced agents to associate themselves with responsible and liberal corporation, manufacturing goods of sterling worth that sell readily. The New Jersey Mig. Co., Jersey City, N. J.

"The \$125 a month proposition pulled exactly 2,039 letters in one month and the lot brought \$10 outright sale. Probably the New Jersey Manufacturing Company would not sell their original letters at any price. Certainly the manager of the company would not sell a list of the agents they secured, but it is quite likely that he would consider a proposition from another responsible concern for an exchange of lists, it being very distinctly under-stood that neither list included the names of agents actually retained by either party to the trade. If I secured three agents of the Mrs. Crimin type from the lot I would consider it a fort-In presenting propounate trade. sitions to men and women who have proved themselves successful agents it pays to keep in mind the fact that the person addressed is not a fool.

"I think that some day one of the big department stores will discover the possibilities of the 'Letter' and 'List' plan, and the men who are now running their mail order departments will

be looking for work."

NOTHING ELSE.

She was a pretty salesgirl;
He asked her for a kiss,
For he was the accepted
Of the fair and blushing miss.
She gave him one, and as she drew
Her rose line sweet.

Her rosy lips away,
"Is there," she asked, in trembling tones,
"Anything else to-day?"

-Exchange.

SUBSTITUTION AGAIN. MORE VIEWS OF DRUGGISTS.

Some time ago Messrs. C. I. Hood & Co., of Hood's Sarsaparilla fame, in an evident endeavor to secure the cooperation of jobbers against the alleged evil of "substitution" by retailers, invited replies to the question, "Do you think the jobbing trade should do all in their power to assist proprietors in stopping and preventing the evil of substitution?" It is possible that some members of the jobbing trade replied affirmatively, but the query evoked some sharp rejoinders. The reply of Mr. James E. Davis, of Williams, Davis, Brooks & Co., of Detroit, was characteristic. In response to a request, we were favored with a copy, from which we quote:

"We believe that the whole system adopted by manufacturers is totally wrong as applied to the object of stopping and preventing the evil of substitution. The whole matter could be stopped by the proprietors, if they could be gotten together, and would act as a unit, but it would require nerve and absolute loyalty to the plan.

"It is generally felt that both the jobber and the retailer can stop the evil of substitution, and stop the evil of cutting, but we do not believe this to be possible. The whole matter is in the hands of the manufacturer.

"The desire on the part of the manufacturer to sell to grocery stores, department stores and dry goods stores, on the ground that they are large advertisers and large pushers, has been the means of destroying the very foundation of the patent medicine manufacturer, for the reason that to-day, in every large center in the United States, proprietary medicines are sold virtually without a profit, led by the department store and followed by the poor retail druggist.

"The result is that both department stores and retail druggists are looking for something to sell whereby they can make money, and they find that there is no better way than to stand behind the counter and drum up trade for their own or others' preparations, on account of the lack of profit upon all staple goods.

"We believe that the manufacturers are to-day realizing this fact, although five or ten years ago they ignored it and would pay no attention to the continual dinging in their ears of the

"An absolute supplying of the remanufacturers ignoring all department stores and retailers) would soon, we believe, prevent, to a large extent, the evil of substitution, as well as the evil

of selling at cut prices.

"The plan, if any, must be heroic. The mere writing to the jobber, asking him to do all in his power, is all very well and good, and will receive the approbation of all jobbers, but this will not kill the evil. You must get down to the root of it, and we cannot but call your attention to the plan adopted by Messrs. Hiram Walker & Sons, Ltd., of Walkerville, Ont., pro-prietors of the Walker Club or Canadian whisky.

"They have adopted the plan of factorship, and are carrying out the same to such an extent that they are breaking down the substitution and counterfeiting of their preparation, but it has taken heroic means, and some have even stated that it would mean the ruination of their brand in this country. This system, we understand, has been running now for several months and is gaining ground rapidly every day, and we understand it is very satisfactory to the proprietors.

"It is the only true system, in our opinion, that can be adopted, followed up by only one improvement, and that is, a method whereby every bottle can be traced that leaves the manufacturer, so that he can tell exactly from whom cut-rate dealers obtain their goods.

"If twenty of the leading propri-etors in this country would get together absolutely, and follow out this or a similar plan, work as a unit, be heroic, and absolutely loyal to the plan, and protect the jobber, we believe that the evils of substitution and the pushing of non-secret goods would

soon be stopped."

The remedy suggested by Mr. Davis is the very remedy which the propri-etors refuse to adopt. They do not discourage or decline department store or cut-rate trade. They encourage it and seek it. Having done their utmost to build up a trade with guerilla dealers, and having violated every law of mercantile equity, they then have the sublime impudence to denounce the retail druggist for refusing to handle their pauperizing goods and for putting up a competing line of his own. Retail

future of proprietary medicines if the druggists have helped the patent medsame were not controlled in some way. icine magnates without pay long enough. They have petitioned for retail trade through the jobber (the lief and they have implored; they now defy. Let the proprietors call on the daily press for broadsides of invective and defamation; let them appeal to the jobbers for co-operation and to measures of intimidation through the courts. The retail druggist who declines to be a wageless lackey for the nostrum potentate has an ample defense in his own sense of self-respect; the druggist who meets the demand for household remedies by supplying goods which he controls proves himself worthy of an independent profession. The time for servility has passed. Defiance and independence are the weapons of to day. -Western Druggist, Chicago, for July.

If the patent medicine manufacturers were seeking some effectual means of alienating the pharmacists of this country, they could not find a better way than the one they have taken up of warning the public against substitution, as they are pleased to call the right of every pharmacist to give ad-vice when asked for it by his customers. No honest druggist will substitute, and druggists as a class are honorable and upright, but a pharmacist will and can give his opinion of any of the advertised articles if requested to The branding of a class such as the pharmacists as counterfeiters and frauds can have but one result, the education of the public as to the real value of patent medicines, and once they have learned that, pat-ents will be things of the past—"a consummation devoutly to be wished." -Canadian Pharmaceutical Journal.

THE NEW TELEPHONE GIRL.

She was a new girl at the Central Tele-phone Exchange.

Her previous experience in this big and

busy world had been behind the counter at Chintz & Chally's

Nevertheless she was a pleasant-spoken young lady, and amiability was written all over her nature.

She had adopted as her motto the touching sentence: "We strive to please," and she honestly tried to live up to it. There was a ring at the bell.

There was a ring at the bell.

She applied her ear to the instrument, and asked, sweetly: "What number, please?"

"Let me have No. 474."

"I am sorry that No. 474 is busy now," she replied. "You can have No. 473 or No. 475, if you wish."

The individual at the other end of the wire hung up his receiver, and used language which plainly showed that all efforts to please do not necessarily succeed.—American Comdo not necessarily succeed. - American Comstercial Traveler.

FLUCTUATING CIRCULATIONS. By S. M. Miller.

One of the hardest things that a newspaper publisher has to contend with is the building up of a circulation that is likely to be permanent. It is rary circulation by means of some attractive scheme or other, but to main-tain a "high water mark" circulation is a different affair altogether. There is really very little stability about newspaper circulations nowadays. Even such an apparently small circum-stance as a change of management may mean a rapid decline of circulation or the reverse. Conservative ideas in connection with newspaper management and editing are appreciated in some cities and condemned in others. Frequently a change of ownership means an entire change in the politics of the paper, and naturally in the character of its circulation.

It is a common error for advertisers to suppose that because a paper once enjoyed a large and high-class circulation it must necessarily do so now. It is a still greater error to believe that papers which were formerly almost worthless as advertising mediums may not have vastly improved within a comparatively short space of time. Circulations of newspapers and their influence with the people fluctuate.

It is reasonable to suppose that a good newspaper would be sure to steadily increase in circulation, particularly in growing communities, but sometimes, however well managed or well edited the paper may be, it does not seem to make the headway in popular favor that we might expect.

The local advertiser can be pretty well posted as to the improvement or depreciation in quality or circulation of any paper published in his own town, but the general advertiser has to watch carefully and persistently the newspaper changes in those sections where he is advertising. A single year, or even a less time, may make a vast difference in the advertising value of a medium, so that it behooves the advertiser to keep a sharp eye upon every place where he has bought space. It may be that he has bought it at too high a price or that he might be getting better results from another medium in the same city, that has rapidly increased in circulation since the contract was made.

There are very few newspapers in

this country the circulations of which may be said to have a fixed value. This is one reason why it is seldom wise to make long contracts. Really progressive papers, in fact, do not care about taking long contracts at existing comparatively easy to get a big tempo- rates. They have the ambition to grow gradually better, and the consequent expectation of being able to command higher prices in the near future. As a general rule, a newspaper publisher who is anxious to secure long contracts at a low rate is not of the progressive kind.

On the other hand, it requires more than ordinary foresight to be able to prophesy what a newspaper's future might be. One can not very well make contracts on theory only, and purely speculative deals are seldom judicious. No wise adver iser would contract for prospective circulation. Present circulation is all he has to guide him in making an estimate of the paper's value, but it will be necessary for him to watch the circulation, the progress and the local standing of every paper he uses, if he wishes to keep himself advised of their relative values when compared with other papers in the same towns.

A DISTINCTION WITH A DIFFERENCE. "That's a poor simile that compares an in-

solvent concern to a ship on the rocks.' "Why?"
"Well, the ship settles rapidly."—Chicago



THE CIRCULATION

OF

The Sun

in New York
is double that of the *Herald*, and
far above the combined
circulations of the *Herald*, the *Times* and the *Tribune*.

The Sun's

CIRCULATION

has now for several months been at the highest level it has enjoyed in 15 years, or since the period in which it was the only 2-cent newspaper printed in New York.

SOME NOTABLE POSTERS. By Chas. Paddock.

The poster of the Dewar Scotch Whisky has aroused considerable favorable comment, not only on account of the excellent artistic work and coloring, but also because of the singularly happy idea from which the picture was drawn. A young Scotch lord is seated in his banquet hall partaking of a "horn" of "Dewar" Whisky. Portraits of his ancestors for generations back adorn the wainscoted wall behind him, and the artist's pretty rights of property, and of proper conceit shows that, such is the irresistibly attractive quality of the famous brand, the very gentlemen on the canvas eagerly step down from their frames in order to sample the "braw speerits" which this descendant is drinking with such evident satisfaction.

One of the best posters of last year was the "Start Right" of H-O, which represented several athletes preparing for a running race and the starter behind them with his pistol raised just ready to give the signal to The expressions on the faces of the men were so naturally anxious, so determined and so cleverly portrayed, that they instantly attracted attention to the poster, and it was said to be one of the best, if not the best,

of the colored pictorial ads of the year. The Hires' Root Beer people have brought their pretty, curly-headed boy into regular poster service, and a most effective advertisement it proves. He is certainly a most attractive and engaging youngster, and his bold, brave little face is getting to be quite familiar on hoardings and fences.

The "No-to-Bac" poster, showing the lovers engaged in earnest and business-like osculation, under the caption, "Brings Its Own Reward," is another example of good ideas, and this adver-tisement, on the "L" road stations and in other good locations, has caused much admiring comment from observ-

ant passersby.

There seems to be quite a let-up in the demand for the Beardsley style of weird and multicolored barbarities in the way of "art." Any one of the above is immeasurably superior in healthy attractiveness and lasting effect to all the crazy, intangible and unintelligible creations which have been foisted on the public under the name of "art." Advertising posters that make the best and most lasting im-

most true to nature and the furthest removed from the illustrated nightmare style of art. They must have for a foundation a good, common sense or witty idea that strikes the fancy as being of particular merit. Even an extravagant idea, as in the case of Dewar's Whisky, may be made so appropriate as to become really a firstclass advertisement.

A TRADE-MARK DECISION.

An important decision affecting the names used as tradc-marks, has been made in the United States Circuit Court of New York. The complainant was Walter Baker & Co., Limited, of Dorchester. The defendant was selling the chocolate of W. H. Baker, of Winchester, Va., which was so put up and labeled that it could be sold as the article made by the old and well known house of Walter Baker & Co. The complainant proved that his chocolate and cocoas had been known for many years as "Baker's"; and on this statement of facts the court held that while the defendant might indicate in proper language that his chocolate was made for or by W. H. Baker, of Winchester, Va., he must not use the word "Baker" or "Baker's" coupled with the word "chocolate" in such a way as to indicate that the chocolate was a variety of Baker's chocolate. This will require a complete change in the defendant's labels, wrappers and molds in many particulars.

The court concluded its opinion as follows: "Since it is urged that the expense of making a complete change in all the particulars above enumerated will be extremely heavy, the mandate will, if defendant prefers, direct a modification of the interlocutory decree solely by requiring the affixing upon every package sold, in type as prominent as the title, of the state-ment that W. H. Baker is distinct from and has no connection with the old chocolate manufactory of Walter Baker & Company. Unless defendant prefers this change, the mandate will direct modification as above set forth. The cause is remanded to the Circuit Court for further proceedings, in accordance with this determination." - Supply

THE AD THAT FAILS.

of "art." Advertising posters that make the best and most lasting impression are generally those that are anything in particular.—Leather Gasette.

A LEADING ADVERTISER'S OPINION.

The value of THE NEW YORK TIMES as an advertising medium.



The Cottier Manufacturing Company
150 Nassau Street,



New York, June 15th, 1897.

To the Publisher of The New York Times:

We are very much gratified with the returns we have received from our advertisements of the La Rose Comb which have appeared in the Illustrated Weekly Nagazine, accompanying the Sunday edition of The New York Times. We recognize in The New York Times a valuable medium for goods of high grade like ours designed for use in the best families. In our opinion, the Magazine which forms a supplement of the Sunday issue of The New York Times is one of the best features of this kind printed in the United States. So satisfactory have been the results to us from advertising in The Times, that we intend to use space in it frequently throughout the year.

Yours very truly,

General Manager.

The Dew Pork Times.

"ALL THE NEWS THAT'S FIT TO PRINT."

A MERCHANT'S EXPERIENCE.

I am a persistent advertiser in a small way. I spent about \$500 in advertising last year on a business amounting to \$35,000 for the year. I used but one newspaper, and that the best in town. My advertisements were not large, but were fresh and appeared often, with occasionally extra space on Saturdays or special occasions. I used circulars of stoves furnished by stove manufacturers, and inclosed in each circular local testimonials from users of those particular stoves. I hired a man to distribute these circulars at the kitchen doors. He was a man accustomed to the work, and distributed the proper circulars in the proper localities. Gas range circulars were not distributed in localities where no gas is used, and base burner circulars were not distributed to the class of houses that use steam heat or furnaces. Good printing costs too much to be wasted by being promiscuously thrown about by boys. I advertised in the street cars, which paid, I feel satisfied, but it was a little expensive. This year I have omitted the street cars and am placing more advertisements in what I consider the best two dailies in my city. I candidly believe that my success in advertising is in continually advertising a few special things. They must, of course, be good articles, and the merchant must control the sale in his town and obtain a good fair profit. I have the sale of a steel range and a base burner, each of which I have influenced by my persistent advertising to make the standard and most called for in this section. The manufacturers have been benefited in nearby towns to such an extent that they are now assisting me in the advertising, and I shall spend \$200 of their money this fall, as well as more of my own good dollars, in advertising their goods, but I had first to demonstrate to these manufacturers that I could sell their goods by advertising before they would entrust me with their money to spend.

It takes from two to three years of persistent advertising to educate the public; but when you do, and your article is good, you will find that your competitors will have uphill work

against you.

If you make a specialty of any branch of the business-mechanics' tools, cutlery, sporting goods, fishing the way toward more effective advertackle, stove repairs, Smith's steel ranges or Jones' base burners-then ad- his is here reproduced.

vertise the one thing constantly and well, and make proper display in your store. Do not try to advertise everything in the store unless you can spend time and morey to advertise all thoroughly and well. I would prefer to spend all of \$200 in one year on advertising stove repairs alone than to try to advertise even three or four articles with the same money, to say nothing of advertising the whole stock of goods with this amount .- Iron Age.

FROM THE SAME SOURCE.

PROSPECT HEIGHTS HOTEL-To-night they give a band concert. The programme is elegant and will please the people. Regarding the hotel proper, spring chickens are now regular. They have them from their own barn-yard. Milk on ice from the same source. —Peoria (Ill.) Journal, June 10, 1897.

NOT IN STOCK.

Floor Walker—She complains that you didn't show her common civility.
Salesman—I showed her everything in my department, sir.-Exchange.



No, boys, 'I have not been burning the mid-night oil" to get all that material for my address. "I have not spent bundreds for b-oks of refer-ence." I could not have got those up to date facts and figures in that way.

I simply send to Romeike for Press Clippings.

. Day by day he sent me editorials and origina articles collected from thousands of newspapers and periodicals, which are read in his offices, and I only had to arrange the material.

Home have been entered to the state of the s

CLIPPING bureaus do little advertising aside from the insertion of name and address. Mr. Henry Romeike, the originator of the clipping bureau industry, is also a pioneer in blazing tising. A specimen announcement of

The Home Paper ---

Only those who have lived in a small town can realize the power and fascination of the home paper. It occupies a place that no other publication can fill. The home newspaper comes first always. Everybody looks through every column to see if the editor has put his or her "name in the paper."

Each bit of local gossip is read and discussed. Sometimes it is a birth, sometimes a death, sometimes a marriage. No matter what it is—every name mentioned is familiar to all, and for this one reason alone the home paper is prized above and beyond anything the "literary fellows" in the cities can produce.

It doesn't take very long to read the bits of news in the home papers —there's time to read the advertisements.

The Chicago Newspaper Union lists are made up of these homely but powerful home papers.

May we send our catalogue?

Chicago Newspaper Union

10 SPRUCE ST., NEW YORK. 87-93 So. JEFFERSON ST., CHICAGO.

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PHILIP A. CONNE.

AN INTERESTING TALK WITH THE MAN WHO IS SOON TO TAKE CHARGE OF THE SIEGEL-COOPER CO. ADVERTIS-ING IN NEW YORK.

The advertisements of The Hub, of Chicago, are cited in all the trade papers as examples of what clothing advertisements should be. Dignified, forceful, inducive, they represent the highest type of profitable publicity.

The Hub ads are the work of Philip

A. Conne, a young man who has grown one pleasant Saturday afternoon, I

country shops of to-day. Now The Hub occupies seven stores on State street, the busiest thorough-fare in America. The building is six stories high and the selling space is 87,500 square feet. It is the largest retail clothing house in the world, both in size of stock carried and in volume of business. growth has not been that of a day. It has been healthful and steady. It is growing faster to-day than ever before. Its success commands attention even in Chicago, where merchandising is

line are able to stem the tide which sets to set aside." with almost irresistible flow toward the

great department stores.

The success of The Hub has been assigned to the foresight of its proprietor, Henry C. Lytton, in choosing, ten years ago, a location then outside the business center, which has since become the very vortex of trade. Others have accounted for its prosperity by pointing out its honesty in dealing, the reliable character of its wares and the perfection of its system, now under the superintendency of H. George Lytton, son of the proprietor. Certainly these causes have operated toward

the attainment of success, but those who are close students of advertising and who take cognizance of the hippodroming which characterizes many advertisers' methods, tending as they do to keep Chicago up to her name of the "Windy City," are of the opinion that equal to the other causes which have raised The Hub to its present eminence is the publicity given the establishment by Mr. Conne's liberal and judicious advertising.

When I called upon Mr. Conne, late: up with the store. He joined its found him ensconced in a cozy little forces nine years ago, when the estab- apartment upon the top floor at his lishment was no larger than many busy corner, engaged in straightening

the affairs of his department preparatory to turning it over to other hands, for with the first of August Mr. Conne will come to New York to take charge of the advertising of the Siegel-Cooper

"It is just a little early to discuss the methods which I shall adopt in New York," said he in reply to my ques-tion. "I hardly know where I shall commence, but I can assure you that, although 1 am to occupy an advisory position of trust with Siegel - Cooper, it



PHILIP A. CONNE.

carried forward upon an immense is with regret that I lay down my scale, where few dealers in but a single work here. Old associations are hard

"Tell me of your work and experience with the press of Chicago.'

"My work has given me an acquaintance with the entire press of this city," he responded, "for there has been scarcely a week during the past three or four years that we have not had occasion to send at least one ad to each paper. Of course, the evening and Sunday issues are the ones which we patronize most liberally. In fact, I have not recently expended money upon any of the week-day morning issues except the Record."

"I see that you do more business

with the Evening News than with any That's why Friday evening is my favor-

us for our investment, but not so well make it an object to them. as does the News.

present management, and we use it regularly in our efforts to thoroughly

cover the field:

"You know," continued Mr. Conne, bringing powers of newspapers for etcher upon my cuts, and feel that the legitimate merchandisers depends as money is well spent." much upon the age of the publication and the confidence which the public its circulation. To illustrate my mean- ment of the day, and I told him so. ing I will say that the Times Herald is at least 33 I-3 per cent ahead of the statements to his customers." he reference in their circulations."

Inter-Ocean in the order named. The trade-bringing powers stand in the simplicity of statement, because I besame order. The Tribune pays us lieve it pays.

better than the Times-Herald, but not "No, we have made no increase in and influence."

circulation and trade-attracting pow-

ers?"

"I have been several years in formfrom which I have watched very care- Wanamaker stock." fully, until I am sure that I have gauged the relations correctly.

of the other papers. What is the ite time for appealing to the public.

reason for this?" I inquired.

Many men buy their clothing and Many men buy their clothing and "My experience has taught me that furnishing goods on Saturday. On quantity of circulation has no value Friday evening I have tried to show unless coupled with quality. I believe them what they want and to convince that the two are wedded in the News, them that at no place can they buy Then, again, I am of the opinion that, good articles of wear so cheaply as at considering all things—price, circula- The Hub. How well I have suction, standing and drawing powers- ceeded is shown by the fact that we the Daily News is the cheapest adver- have to hire some dozens of extra tising medium in Chicago. The Record clerks for Saturday afternoon and evenhave to hire some dozens of extra certainly has the largest circulation of ing. We always aim to get experi-any of the morning papers, and pays enced men, and pay them enough to

"I always aim to have some especial "The Journal is growing under its bargains for Monday and Tuesday. These I bulletin in Sunday's papers, but, instead of the page which I use on Friday, I confine myself to three columns or less. Of course, I strive for at-"that the standing of a newspaper is tractive display, and good illustration like wine in that it improves with age. is always a part of a good ad. I have It has seemed to me that the trade- employed the best artist and the best

Mr. Conne's ads have always struck me as possessing an air of candor quite has in it as it does upon the width of foreign to the usual business announce-

"The merchant who makes false Chronicle in the returns it gives The plied, "cannot expect to long enjoy There certainly is not that dif- their confidence. An advertisement speaks to thousands of possible cus-"How do you rate the Sunday pa- tomers, and should not deviate from pers?" I queried. the facts. I stick to them. When I "The Tribune undoubtedly leads in can not tell the truth I maintain silence. circulation, and is followed by the Many advertisers are like the country Times-Herald, the Chronicle and the parson who always exhorted loudest when he had least to say. I study

proportionately as much better as the our advertising expenditure in several Times-Herald does better than the years, except in that part of it which Chronicle and Inter-Ocean. The rela- is devoted to the decoration of the tive rates per line do much to counter- store. I think that most Chicago peobalance the difference in circulations ple will say that we have as handsome and as original window displays as any "How have you determined in your house in the city. As the store has own mind these important matters of grown, the expense of decorating it has naturally increased. We do not use street car signs, and we do not go on the billboards, nor into the papers ing my conclusions. I have experi- outside the city, except in special mented with special ads, the returns cases, such as when we bought the

Mr. Conne has no special knowledge of conditions in New York. He has "My idea of successful advertising made an unequivocal success of his is to adopt the tactics of the winning work for The Hub. He has never baseball team. I try to bunch my hits. advertised anything else. He is a

one will do advertising, and the others er to have stayed in all the time. will supervise the accounts and the

Mr. Conne will be a valuable accession to New York's circle of writers of business literature.

H. B. HOWARD.

SECOND CAMPAIGNS. By Wm. B. Somers.

Sometimes it happens that a concern advertising throughout the country will, for some cause or other, stop for a few months, a year or several years. There may be good reasons for suspending, although the generally accepted theory is that it is best to advertise all the time-wisest not to abandon a field you have once secured.

That there is a vast deal of truth in the theory is shown by the fact that such advertisers invariably come back into the field again and make a second bid for public favor. They must realize, in the general falling off of their trade, in the progress made by their advertising competitors, in the growth in the number of their rivals, that a serious danger attends any business that, after being advertised into success, is carelessly abandoned by the withdrawal of its advertising.

The second campaign shows two things-first, a firm belief in advertising; second, a realization of the evils attending the cessation of advertising. If the advertiser had not found that his first campaign of publicity paid him he would not be likely to venture on a second, and if he had discovered that, on stopping his ads, he could do as much trade without them as with them, it is reasonably certain that he would have had no incentive to go back

into the newspapers.

Nevertheless, it cannot be denied that the man who has been out of the papers for awhile has to start on his second campaign much the same as he did on the first. Practically he has to begin over again, and though he may have the benefit of his early experiences, he finds it is pretty much uphill work. He has to go over the same ground, and it takes both time and money to recover the prestige he has He finds the field he vacated filled by others, who have gradually assumed the position he abandoned, and the hard work he has to put in, in order to recover his lost ground, must

student and a worker. Three men often make him consider whether it will take up his duties at The Hub; would not have been easier and cheap-

> On the face of it it does not seem feasible for those who advertise intermittently to have the same pull with the public as those who are talking to the people incessantly every day in the year in the newspapers and magazines, and by those other auxiliary methods of advertising which are generally accepted as factors in profitable publicity.

> > THE PHOTO-GETTER.

The craze for illustration has created a new occupation, that of the photograph-getter. The photograph-getter accumulates a collection of rare likenesses and rents them out at so much a head, to be used for illustrating articles. People who are known to trating articles. People who are known to be approachable are not worth so much in the field as those who are suspected of objecting to notoriety. The pictures of conspicuous society women who are frequently heard to declare that they would not give their photographs to anybody for publication, are rated in New York at five dollars, or, perhaps, as high as seven dollars. Those of women whose features have appeared once or twice in proximity to type bring only two dollars and fifty cents, but all have a value. Only pictures of professionals are valueless to the photograph-getter. They are a drug in the market, no matter how unique or artistic. The photograph-getter should be, if not actually in the swim, at least close on the verge. Her five-dollar and seven-dollar photographs can be secured only by consummate diplomacy. "I've turned in six photographs this week," said a veteran of the craft to a Sar reporter the other day; "all never published before. How do I get them? By simply going on my knees to the people and cating whole slices of humble pie. Do I write much? Oh, I don't write at all, I couldn't, with all that is on in my mind. After all, the writing does not signify, it is the illustration that is the main point."—Argomass. be approachable are not worth so much in the writing does not signify; it is the illustration that is the main point."—Argunaut.

NEWSPAPER AND MAGAZINE NAMES ILLUSTRATED.



THE PLANT SYSTEM.

THE DIVERSITY OF ITS ADVERTISING METHODS EXPLAINED BY J. J. FARNS-WORTH, EASTERN PASSENGER AGENT OF THE SYSTEM.

The darkey pictured on this page is used in many of the advertisements of the Plant System, a line of steamships,



J. J. FARNSWORTH.

railroads and hotels in Nova Scotia and Florida. The original of the picture is said to have remarked that "De only 'jection dat I has ter watermillyun is dat it interferes so much wid de ears." However, his interest in the slice in hand doesn't appear to be much disturbed. In the fact that the Plant System has identified itself with the development of the watermelon section of our land (it has since reached out successful arms to other sections), lies the strength and appositeness of this picture as an advertisement.

The first question PRINTERS' INK'S reporter set to Mr. J. J. Farnsworth, the Eastern passenger agent of the system, whose offices are at 261 Broadway, was the amount of the appropriation which the Plant System annually made for advertising.

"I see your announcements in so many places, I notice your ads in the magazines and elsewhere, I have been tempted to read your booklets from cover to cover, and altogether I don't orandum books and one hundred and

people at all; so I am naturally very curious to find out on what amount you secure such a large amount of

publicity."

"It would be very difficult," rejoined Mr. Farnsworth, "aside from other objections, to state what amount we expend for advertising. Nor, indeed, do we have any appropriation. Our advertising is of so varied a character, differs so remarkably from season to season, and we have developed so unusally, that we do not think there is another case like ours. I do not think that railroad or steamship companies, as a usual thing, determine upon any specified expenditure to cover a length of time, but even if they did, that would be no precedent for us. You must recollect that we are not a transportation company; that we possess not only a railroad or railroads, a steamship line or steamship lines, but also six palatial hotels, and over 1,000,-000 of acres of land. This will explain our name, the Plant System.'

"What are the various ways in which you advertise?"

"Among our methods are: Descriptive pamphlets and brochures; folders, that is, time tables; sheet cards, technically known as quarter-sheets and half-sheets; streamers, hangers and flyers; calendars; cartoons typical of something along the line, as, for instance, that watermelon pickaninny and the other pickaninnies whom we display; novelties, as, for instance, portfolios, flag-pins and buttons bearing the trade-mark of the line, mem-



O, HAPPY DAY!

seem to be able to get away from you one other devices, including elaborate

sets of playing cards, and so on; news- ern interests we advertise most largely paper and magazine advertising."

do you spend most liberally?"

"Well, I should undoubtedly say on our descriptive booklets. These, as you will note, are very beautiful and elaborate, and we spare no expense toward making them worthy of preservation."

"How about the daily papers?"

"We are liberal patrons of them, as

also of the magazines. As to the rel- Thus, during a hot spell in summer, ONE NIGHT AT SEA TO A FOREIGN LAND. SUPERB THE SWIFT STEAMSHIPS DIRECT FROM BOSTON HALIFAX, N.S., HAWKESBURY, CAPE BRETON, CHARLOTTE-TOWN, PRINCE EDWARD ISL AND ALL POINTS IN THE MARITIME PROVINCES. DELIGHTFUL MEROURS
BEAUTIFULLY ILLUSTRATED LITERATURE UPON APPLICATIO

ative amounts we spend on each, I section, for, as stated previously, we think there would be very little differ- own upwards of 1,000,000 acres of deence. Here, again, I feel the same hesitancy as to stating amounts. Just here let me call your attention to a pertinent fact. Our interests lie both North and South, as wide apart as Prince Edward Island and Nova Scotia and Florida and West Indies. Hence we are greatly influenced by seasons, although, of course, we keep up our pamphlet and descriptive work throughout the year. For our North-

LAFLANDERS, NEW EMS. PASS. AGT. 290 M

PICHAROSON & BARNARRAGES TO ATLANTIC INCHARDS WORTH, EASTERN PASS AGT. 261 BA

BW WRENN, PASS TRAFFIC MANAGER

PLANT, VICE PRESIDENTAND

in May and June. For our Southern 'On what phase of your advertising roads and hotels we mainly employ December and January."

"What space in newspapers do you

usually take?"

"We run mostly to reading notices in these, constantly striving to make them timely; that is, appropriate to the state of the weather, so that it will create in the heart of the reader a desire to visit the resort we advertise.

> we like to dwell in these 'readers' on the delightful breezes and other charms of Acadia and Halifax, whereas, just about the period when the average Northerner is turning up the ample collar of his ulster lest he freeze his ears, we like to revert to the balmy zephyrs of that sunland, Florida."

"What space do you take in magazines?"

"We gre in nearly all of the magazines at different times. We mainly use display in them, but we vary in space, sometimes taking a quarter of a page, sometimes a half and very often a full page. We have also used short, descriptive articles of travel in these and similar publications.

"What other mediums do

you employ?"

"We take some space in the religious press, and also, to some extent, use the humorous weeklies. Then, too, the literary weekiies have proved attractive, as also have the sporting papers; in this category I include the bicycling and driving papers. For another reason we are very partial and liberal to the agricultural and real estate press, as also to the country weeklies in a considerable

sirable Florida land, and we are in the market to sell this to desirable settlers."

"That covers most publications, How about programmes?"

"The regular theater programmes find liberal patrons in us. we have gone into many display catalogues, like, for instance, that of the horse show.'

"I am told you place direct."

"We do, except sometimes on minor

business, and even then we have no regular agent."

'How have your outlays of the past year in advertising compared with those of the foregoing year?"

"We haven't advertised as freely during the past year as the year before. We gauge the amount of advertising we do by the prospects of coming seasons. It seemed to us the public had little money to expend on travelingwe concede that we purvey what may be classified as a luxury—and therefore we went a little slow.

"Mr. Farnsworth, do you key your

"We seldom try to. But you know magazines of their own accord place at the bottom of each page a request that the writer mention the name of the medium which has inspired his inquiry, and thus sometimes we have learned the value of a publication to us. Of course we recognize that inquiries do not mean sales, but we take that into consideration. When a person has evinced enough of interest in us to put himself on record in this way we try, as far as possible, to keep in touch with him. But even then results are practically often just as impossible to trace. Then, in our case, too, this becomes doubly as hard, because of the variety of our methods. So that keying is with us a task as impracticable as 'painting the lily.' But we are fair-minded, and disposed to give advertising the benefit of every doubt. We simply feel that we have good roads and hotels, spare no expense in making them alluring, and spare no expense in inforcing that fact on the public mind. We are pleased to concede that advertising is a large factor in our success-and, consequently, that advertising is a good thing." S. W. JACKSON.

WRITING ON GLASS.

The easiest way to write or paint on glass is to take a solution of fish-glue and disis to take a solution of fish-glue and dis-tribute it with a soft brush over the surface of the glass. Of course the solution must be carefully filtered, and when it is applied to the glass pane the glass must be held over a stove or lamp in a slanting direction, to allow the surplus solution to flow off and to dry thoroughly without streaking. When the pane has been prepared in this way it is ready to write or paint upon. Even writing of microscopic minuteness can be applied to the prepared glass surface without the danger of the ink running. On this surface colors, India jak and any kind of nipment may be of the ink running. On this surface colors, India ink and any kind of pigment may be employed.—Crockery and Glass Yournal.

A GOOD illustration is at least one-half of a good advertisement.—Moses & Heim.

PLAIN TALK. By James Prawle.

"Non est vivere, sed valere, vita," is the head-line of an advertisement addressed to the British public in one of the cheap and popular publications of that country. The ad goes on to tell of the wonderful properties of Hall's wine, but it is safe to say that not two per cent of the readers of the paper know what the caption means. Being the "eye-catcher," the head-line is supposed to attract readers, but when a man does not know what he is reading his interest is not likely to be aroused.

Why will people go out of their way to make their ads mysterious when experience shows that perfectly plain talk is the only kind of "ad language" that will go down with the public? Only a few days ago one of Wanamaker's New York ads was headed with the French phrase, "On Dit," which few people in this city know the meaning of and fewer still know how to pronounce. What could have been the object in introducing French into an American advertisement? Has the English language grown stale, or has its capacity for expression failed that our adwriters must draw on a foreign tongue in order to elucidate their meaning? Or was it simply a little pedantry-a desire to "show off" a little, or let the public see that they know a smattering of French?

CIRCULATION AND VALUE.

A common mistake of local advertisers is to estimate the value of advertising space of one newspaper by the amount asked by some other publication. It is a mistake of judgment for a business man to estimate the

judgment for a business man to estimate the value of space in a reputable newspaper with a good circulation by that of some other publication which will accept business at any price and be pleased to get it.

Many advertisers forget that advertising space in a newspaper is valued according to the circulation of that paper. Advertising space in a journal without circulation is dear at any price the publisher may demand. Without circulation there can be no results, and without results the money which the act. and without results the money which the advertiser invests is lost. Because the business man takes notice of his own announcemess man takes notice of his own announce-ment does not prove by any means that his advertising is paying him. It's the other people—the general public—whom he wants to reach, and if the medium he uses lacks circulation he will never be able to reach them. This is common sense, nothing more. The man with money to spend in advertis-ing, therefore, wants to consider the circula-tion of a newspane for the all this in Cloud

ing, therefore, wants to consider the circula-tion of a newspaper first of all things. Good goods always bring good prices—only poor articles are sold for what can be received for them. This is true of advertising as of everything else. Low rates and liberal dis-counts invariably denote small and valueless circulation .- Leavenworth Times.

The Houston Post

POSTMASTERS can not give out information legally, but the Printed Report of the Postmaster-General is public property. Any one who doubts that

The Houston Post

has the LARGEST CIRCULATION IN TEXAS can quickly dispel the doubt by comparing the weight of second-class mail matter mailed from the different cities in the territory named. Greatest guaranteed circulation in Texas. Daily, 10,372; Semi-Weekly, 19,734 each part (minimum average 1896). It will not cover all Texas, but it will come nearer than any other one paper. Write for rates or call on

The S. C. Beckwith Special Agency,

NEW YORK and CHICAGO.

New York
Uptown Office

of the

Brooklyn Daily
Eagle

952 Broadway

near Twenty-third Street

IN PHILADELPHIA.
PHILADELPHIA, June 28, 1897.

Editior of Pentrens' Ink:

Tent-like arranged billboards drawn through the streets by a horse seem to be the favorite means of advertising bicycle race meets. Megaphones of brilliant red with lettering in white, advertising "Syracuse Crimson Rims," are used at races. A bomb shot in the air unfolds into a banner announcing with large black letters that the winner rode on "Vim Tires." Imitators of "The Twentieth Century Lamp," Tallyho now employ four-horsed teams with either a band or drum corps surrounding an enlarged reproduction. Undertakers are beginning to advertise, and announcements are headed "A Step in the Right Direction," going onto enumerate the cost of all the accourrements of "a first-class funeral," some bringing the price as low as \$4,5 for robe, coffin, hearse, carriage and attention to the grave. Some suburban operations are advertised on the outside panels of trolleys by painted strips made to appear as originally placed there, and telling that the car runs to that particular point of interest. A Rex Cycle, a latter day invention, consisting of three wheels, is kept constantly going up and down the principal bicycle thoroughfare, and attracts attention from its novel construction. A very good representation of a train of cars is painted on the fence inclosing a swimming pool at one of the parks, and the ringing of a real bell attached to the engine makes people inquisitive. While the admission is 15 cents, one may obtain a sight of the swimming by paying 5 cents and passing on the inside of the train, where view is obtained through glass windows of the cars. On the whole it is a novel attention attractor.

A druggeit has an exact paner representa-

A druggist has an exact paper representation of a bicycle pasted in his window, on the spokes and frame of which he announces different flavors dispensed at the soda fountain. Another displays a grape vine with the natural bunches calling attention to "grape juice." Ceylon and India tea wagons are driven by natives of the land from which it comes, attired in gorgeous costumes of red cloaks and white turbans. Gold Dust Washing Powder is advertised by a wagon in the shape of a fort, and packages of the article appear from the cannon abutments. The Eighteenth National Saengerfest, held here this week, is probably cause for brewery advertising being much in evidence with the local papers. The New York Journal makes known the fact that a special Philadelphia edition of the Morgen Journal is issued throughout the week, by means of large banners near places where German delegates are wont to gather.

F. A. PARTENHEIMER.
IN CHICAGO.
CHICAGO, June 22, 1897.

Editor of PRINTERS' INK:

"Umbrellas to loan," reads a sign in a store window. "Hair dressed free of charge," is an inducement offered by a photographer. A clown in costume in a cart, the sides of which bear advertisements, rides about downtown streets. A man walking on stilts, which are four or five feet high and covered by long trousers, distributes advertising matter. An Indian in full pain and feathers rides a bicycle to attract advertising attention. A dwarf dressed in imitation of the Yellow Kid ambles along the streets in the interest of an advertiser. "Our hot weather prices make competitors sweat," is a window sign. C. E. SEVERN.

SHOWS THE PART.

FORT MADISON, Iowa, June 19, 1897.

Editor of PRINTERS' INK:

This from the American Economist shows

We Want Woolens Again.



the part the "Wool Soap" Babies are taking in politics. Yours truly, J. M. THORNBER, M. D.

IN A COLLEGE TOWN.

ITHACA, N. Y., June 29, 1897.

Editior of Printers' Inx:

Conditions are peculiar here; it's hard to tell whether business men contribute so largely toward Cornell aquatics from a mercenary or merely patriotic standpoint. Nevertheless, the recent races at Poughkeepsie furnished abundant opportunity for novel strokes in advertising. A department store decorated a special train to the point of conflict, furnished each passenger with the college colors, and when Cornell had gained victory over Yale and Harvard, presented the shouting pilgrims with red and white umbrellas. A druggist telegraphed Coach Courtney: "God bless your old soul, the town is crary." Now, the collegians leave a few million of dollars with these merchants each year, yet they evince something more than the commercial sense in evincing so much University spirit, though no one can deny that it is advertising, and good at that, too, from the fact of its continuity.

NOT WELL ENOUGH ADVERTISED.

Postmaster-General Gary, who visited the Tennessee Centennial, is said to have remarked: "I can not understand why the exposition has not been more widely advertised. The people of the East don't know what you have down here. If they did, you couldn't keep them away." The advertising of expositions is yet in its infancy; and considering that fact, the Nashville people appear to be doing pretty well.

FUNNY. NEW YORK, June 29, 1897. Editor of PRINTERS' INK:

Duquesne \$100 or \$50; not much difference.

What is the extra \$50 for? It's for fun; it's all for fun. The funnier 'tis the better. Lent for trial.

> DUQUESNE MFG Co. 518 Wood street.

Some ads are funny because they are inane.

JAS. MEANS.

BEING HEARD FROM.

Office of "THE ENTERPRISE," Established 1879. BROCKTON, Mass., June 30, 1807.

Editor of PRINTERS' INK:

Editor of PRINTERS ANK:
Please accept thanks for the recent favorable editorial notice of the Brockton Enterprise in PRINTERS INS of June 23. It is very much appreciated. We are hearing from it in many directions, there being a call for sample copies of our paper, which we send to all requesting.

ALBERT H. FULLER, PUBLISHER.

A LIST OF ADWRITERS WANTED.

Office of "THE ASSOC'D ADVERTISERS' CLUB OF CHICAGO," 35, 39, 41 Palmer House. CHICAGO, June 28, 1897.

Editor of PRINTERS' INK:

Can you tell me whether or not there is a directory or printed list of advertisement writers of the United States? What would be the best means of obtaining such a list? Thanking you, I am, yours truly,
M. B. HILLY, Secretary.

ADVERTISEMENTS.

These are news, the freshest, the most constantly varied, often practically the most interesting, news of all. Without advertisements successful newspapers would be impossible, and they would cease to appear. By their agency all can learn where best and cheapest to supply their wants, and by advertisements all can make their wants known. It is the task of the journalist to furnish his readers with a paper which shall perform the double function of narrating the story of the world from day to day, and of epitomizing commercial or political information. To reader his paper an acceptable medium to the public who want to sell or to buy, the journalist must offer the advantage of an extensive circulation. To obtain this circulation he must provide the news-seeking public with the freshest and fullest information gathered from every corner of the earth. The gathering and publishing of news is an expensive process, but for this the advertising columns furnish the "sinews of war." The first-class newspaper attracts the first-class advertisements; in a large measure, enable the publisher to cre-It is the task of the journalist to furnish his a large measure, enable the publisher to cre-ate and maintain the first-class newspaper.— Self-Culture, Chicago.

USED THE NEWSPAPERS.

There is considerable rivalry this year be-tween the Barnum-Bailey and the Ringling tween the Barnum-Bailey and the Ringling circus. These great shows have crossed each other's paths on several occasions. The Barnum-Bailey people got ahead of the Ringlings in getting control of all the bill-board advertising at Minneapolis. The Barnum advance agent got everything in the shape of bill-boards before the Ringling man reached the scene. When Ringling's man—Coxey—arrived, he found that he was cut off from all bill-boards and similar advertising. But Coxey was equal to the emergency. He from all bill-boards and similar advertising. But Coxey was equal to the emergency. He went to the newspapers, stated his dilemma, and said he wanted more space than usual upon such occasions, and that he had got to hold up his advertising end of the great shows if it cost a fortune. Barnum & Bailey's man posted his gaudy colors on the sides of barns, on fences, and on about everything that was "getatable," and Ringling's went right to advertising in the newspapers. The result of depending on the newspapers alone for circus advertising has been a gratifying success, not only to Mr. been a gratifying success, not only to Mr. Coxey, who found himself in what he thought was a dilemma, but to the newspaper men themselves. Ringling's vast circus tent, capable of seating its thousands, was not able to accommodate the crowd that sought able to accommodate the crowd that sought admission to the evening performance. People had to be turned away because there was absolutely no room for them inside the tents. When Mr. Coxey was in Watertown he stated to Public Opinion that he should watch the result in Minneapolis with a good deal of anxiety. The Ringlings looked to him to do a good job in the advertising business for them. He had never before been cut off from the use of bill-boards, and his dependence upon newspaper advertising cut of from the use of bill-boards, and his dependence upon newspaper advertising alone was something wholly new to him for circus purposes, but he remarked that he should attempt to be equal to the emergency by the liberal use of the newspaper columns. He has triumphed and is to be congratulated upon the success of his advertising scheme.-Watertown (S. D.) Public Opinion.

YELLOW JOURNALISM.

The enormous circulations attained by the so-called sensational newspapers are clearly indications of a popular demand for sensationalism in the press. The people would not buy these papers unless they wanted them, and a constant increase of circulation points to an ever-widening circle of those who points to an ever-widening circle of those who prefer, the froth to the solids. However much we may decry the effects of sensationalism, we cannot close our eyes to the fact that a demand for it exists, and that the supply will be in evidence just as long as the demand continues. The American public will have what it wants; therefore, the greaters share of the blame for the prevailing. will have what it wants; therefore, the greater ahare of the blame for the prevailing blight of "yellow journalism" should rest upon the public, and not upon the publishers, who are in business to make money by supplying an article for which there is a large demand. "Yellow journalism" is, in reality, a distinct branch of journalistic enterprise, appealing to a certain class of readers not reached by the legitimate newspapers. True journalism suffers in a great measure by seeming contact with the "yellow" variety, and this will be the case until the lines are so sharply drawn between the real newspaper and its perverted offspring that there will be snarpy drawn between the real newspaper and its perverted offspring that there will be no nearer relationship than now exists between the monthly magazine and the country weekly.—Newspaperdom.

"THE VAMPIRE" LOCALIZED.

Rudyard Kipling's recent poem, "The Vampire," which has been widely noticed and read, is thus parodied by Mr. J. Angus MacDonald, in Brains:

A fool there was and he wrote an ad
(Even as you and I)
To the rich and the poor, the good and the

bad, (To tell them his store and his goods were the fad)

But this fool neither wit nor experience had (Never as you and I).

Oh the cash some waste and the space some

And the work of head and hand Is lost because they don't know, you know, (And well we know they never can know)
They do not understand.

A fool there was and his goods he spent (Never as you and I) His coin and work and his good intent (But nobody eyer knew what he meant)

For a fool must follow his natural bent, (Never as you and I).

Oh the toil he lost and the spoil he lost And the asinine schemes he planned. But all in vain—fools never know why (And well we know they'll never why)
They do not understand.

The fool was stripped to his foolish hide, (Never as you and I)
From the business whirl he was cast aside (And nobody really cared if he died)
To advertise wisely he vainly had tried,

(Never as you and I). And it isn't the blame and it isn't the shame

That stings like a white-hot brand. It's coming to know that some never know

When in advertising they falter and die (Never as you and I).

Classified Advertisements.

Advertisements under this head two lines or more without display, 25 cents a line. Must be handed in one week in advance. WANTS

WANTED-Printers to try our half-tones. 1 col., \$1; 2 cols., \$2. BUCHER ENGRAV-ING CO., Columbus, Ohio.

WANTED-More printing from the class of people willing to pay for the best. WM. JOHNSTON, 10 Spruce St., N. Y.

A DVERTISER'S ADVISER avoids risks and booms business. Particulars free. PROF. ANDERSON, P. I. 77, Masonic Temple, Chicago.

W ANTED—Advertisers to know that the News, Sunday and Weekly, has been in existence for is years. Sunday, 2 cents a copy; weekly, 59 cents a year. Reaches best homes. Rates 30c. inch. Write C. M. SHAFFER & CO., Youngstown, O.

WANTED—To purchase, controlling interest in established morning or evening paper in Massachnetts, Connecticut, Rhode Island or Eastern New York, in city of 30,000 population and upwards. Address, in perfect confidence, "PURCHASE," care Printers' Ink.

MAILING MACHINES.

THE Matchless Mailer; best and cheapest. By REV. ALEXANDER DICK, Meridian, N. Y.

ADVERTISING AGENCIES.

I F you wish to advertise anything anywhere at any time, write to the GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., New York.

MISCELLANEOUS.

A NY boy can make good money retailing Dixiana Koot Beer. Large profits made, no capital required. This is no "rake" or you would not see it in PRINTERS' INK. DIXIANA MEDICINE CO., Sheffield, Ala.

BOOKS

THE HOME MECHANIC AND COMPLETE SELF INSTRUCTOR, containing 380 pages, bound in extra cloth, especially adapted for premium purpose, Send for proof of advg. electro and terms. T. J. CAREY & CO., 16 City Hall Place, New York.

ILLUSTRATORS AND ILLUSTRATIONS.

DESIGNING for advertisers. Initial letters, borders, crnamental headings, catalogue covers, etc. FRED. W. GOUDY, Detroit, Mich. 5 CENTS for newspaper illustrating and adver-biting cuts—a new idea. Send stamp for sam-ples and particulars. E. L. ENOCH, Engraver, Box 467, Chicago.

STEREOTYPING MACHINERY.

POTTER JOB STEREOTYPING OUTFIT saves big money, pays for itself in 90 days. Every big printing office should have one. Booklet free. B. F. CURTIS, 150 Worth St., New York.

S TEREOTYPE outfits, paper and simplex methods, \$15. White-on-black and Granotype engraving methods, \$5. Book, \$1. Circulars for stamp. H. KAHRS, \$40 E. 33d St., New York.

SUPPLIES.

VAN BIBBER'S Printers' Rollers.

ZINC for etching. BRUCE & COOK, 190 Water Street, New York.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., 17th, 10 Spruce St., New York, Special prices to cash buyers

ELECTROTYPES.

SETTING advertisements to make them stand out and furnishing one or more electrotypes any other printer. The magazines each month contain numerous samples of my work. Let me set your next adv, whether it be for an inch or a page. I can suit you. WM. JOHNSTON, Mgr. Printers' Ink Press, 10 Spruce St., N. Y. City.

PRINTERS.

THE LOTUS PRESS, artistic printers, 140 W. 23d St., N. Y. City. Send for our booklet.

'I ROW-WHEATLEY CATALOGUE COMBINA-TION. Home Life Building, New York. (Fac-tory, 201-213 East 12th 8t.)

WE do neat, plain, attractive printing. Catalogues, booklets, pampliets, circulars, cards, etc., executed in the fines style. When you want a good job—one that you want people to look at and read—come to us. PRINTERS' INK PRESS, 10 Spruce St., New York.

FOR SALE.

FOR SALE—Complete newspaper plant, presses, type, etc. Address CENTER MAGNET, Belle-fonte, Pa.

FOR SALE—Third interest in paying evening daily, circulation 16,000. City 75,000. Buyer with editorial experience preferred. Address "INVESTMENT," care Printers' Ink.

FOR SALE—Republican newspaper and jo office near Chicago. Excellent power plan and good business. Price low. Address har, care Chas. H. Fuller's Adv'g Agency, Chicago.

DECRIVER'S ALLE-By order of Superior Development of Pierce Country, State of Washington, I will not Treeday, August 10th, 1879, sell to the highest cash bidder all of the property of the Ledger Publishing Company, of Tacoma, Washington, including good-will, Associated Press franchise, printing presses, type-setting machines, office fixtures, book accounts and all the property of every kind and description of said company. O. B. HAYDEN, Receiver.

SPECIAL AGENTS.

DAPERS that patronise H. D. LACOSTE, Special Newspaper Representative, 38 Fark Row. New York, secure first-class service and satis-factory results.

ADVERTISING NOVELTIES.

FOR the purpose of inviting announcements T of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be in-serted under this head once for one dollar.

ADVERTISING MEDIA.

HARDWARE DEALERS' MAGAZINE.
271 Broadway, New York.

40 WORDS, 5 times, 25 cts. ENTERPRISE, Brockton, Mass. Circulation 7,000.

L A COSTE'S List. Good papers in active cities. Rates low. 38 Park Row, New York.

A DVERTISERS' GUIDE, New Market, N. J. 6c. line, Circ'n 3,000. Close 24th. Sample free.

WHEELING NEWS is credited with a greater circulation than any other West Va. daily. A NY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive

the paper for one year. L ARGEST circulation of any daily newspaper in Williamsport, the GAESTTE and BULLETIN; 6,000 D., 4,000 W. LA COSTE, New York.

DAYTON (Ohio) MORNING TIMES and EVENING NEWS, 14,000 daily, create a "want" for prop-erly advertised goods. LA COSTE, New York.

THE PIQUA CALL "wants" advertisers who want results. Larger circ. than all other Piqua dailies combined. LA COSTE, New York.

L EADING newspapers in Southwestern Ohio (outside Cincinnati), Dayton MORNING TIMES and EVENING NEWS, 14,000 daily. LA COSTE, N. Y.

THE TIMES-UNION is one of the papers in which an advertiser gets his money's worth. Its circulation is larger than all the other dailes in Albany combined; its readers are the very best people in Albany and vicinity. JOHN H. FARRELL, editor and proprietor, Albany, N. Y.

ADVERTISEMENT CONSTRUCTORS.

66 A SK LEWIS ABOUT IT."

CLARENCE F. CHATFIELD, 179 Front St., Owego, Tioga Co., N. Y.

WOLSTAN DIXEY, writer of advertising, 150 Nassau St., New York.

E FFECTIVE advertising. E. A. WHEATLEY, 257 Broadway, New York. E. A. WHEATLEY, Specialist in Advertising, 857 Broadway, New York.

G ILLAM & SHAUGHNESSY, Advertisers

S IX ads and six cuts for retailers, \$5. Cash with order. C. J. ZINGG, Farmington, Maine.

E. ST. ELMO LEWIS, Mgr. THE ADVERTISE. ERS' AGENCY, Penn Mutual Bidg., Phila.

66 A SK LEWIS ABOUT IT" when your ads need a doctor. THE ADVERTISERS' AGENCY, 922-925-927 Chestnut St., Philadelphia.

THE only writer of exclusively medical and drug advertising. Advice or samples free. ULYSSES G. MANNING, South Bend, Ind.

PICTURES, with an ad in them—they are Brill's. THE ADVERTISERS' AGENCY, Philadelphia, Buffalo, Detroit. Send for prices and samples.

66 DUSINESS" is the title of a very small book-let which I will send to any business man. WOLSTAN DIXEY, writer of advertising, 150 Nassau St., New York.

S END & for one trial ad or circular. Ask for my booklet, it's free. My ads sell goods. CHAS. A. WOOLFOLK, 446 West Main St., Louisville, Ky. Ask questions.

THE atrociously drawn, blind, snuff-taking girl—a special postal card—free to any optician or watchmaker who will ask for it. Address C. J. ZINGG, Farmington, Me.

EYE-OPENERS. Optical ads. Sc. stamp for book-let. C. W. BRADLEY, 49 Niagara St., Buffalo.

A LL the borders and type used in PRINTERS' INK are at the disposal of people who have their advertisements put in type by me. Wif. JUHNSTON, Mgr. Printers' Ink Press, 10 Spruce Sk., New York City.

I COMPILE economical telegraphic codes, ac cording to international cable rules. From one thousand to ten thousand words. Charge reasonable, though not cheap. CHAS. J ZINGG, Farmington, Maine.

MY LITTLE BOOKLET

Will give you an idea of my style and the kind of work I do. I send it free to business mea. I want work for August. WOLSTAN DIXEY Writer of Advertising, 150 Nassau St., New York. XXXXXXXXXXXXXXX X XXXXXXXXXXXXXXX

LITTLE SERMON.

Many men are practically dead in a commer-

Many men are practically dead in a commercial sense.
They live hundrum lives.
They know nothing about the real powers within them—nothing about the possibilities of their business or profession.
Most of us finish our careers without waking up—we just exist.

Most of us finish our careers without waking up—we just exist.

He is a nine-day wonder, and then we settle down again and wait for something to "turn up" for us.

down again and wait for something to "turn up" for us.

Every reader of PRINTERS' INK can recall an instance where an acquaintance has stepped from poverty to affluence, or from obscurity to fame, by sheer force and personal effort.

The hidden forces for rising out of the ruts are to be found in all "ordinary folks.

The hidden forces for rising out of the ruts are to be found in all "ordinary folks.

And was complishments.

Advertising—realisation that great effort is behind great accomplishments.

Advertising—good advertising—is an indispensable factor in gaining fortune and fame.

Mix the powers within you with good advertising, and the rising will begin.

You furnish your part and we will furnish the advertising, and likely to supposed than

Together, we are more likely to succeed than to fall.

The chances are on the right side—but nothing

is certain. MOSES & HELM, Writers and Illustrators of Advertising, Designers and Engravers for Advertisers, Ill Nassau St., New York.

A BUSINESS PROBABILITY.

A BUSINESS PROBABILITY.

A IT I look through a few samples of your adverters, and have before me a statement of the advertising problems which coafront and perplex you, the chances are that I could suggest some idea or plan that, properly followed out, would prove profitable to you.

I look at your business from a point of view different from your own-from the standpoint of an unperjudiced outsider, with a wide exporting the properties of a multitude of the brightest advertisers in the business world—men who have consulted me and confided to me their successes and failures.

I am no eleemosynary institution. My services

suited me and connect to me their successes and failures are in daily demand by the most successful business men in America.

But I am willing to hazard a little money—in the shape of time and brain fag—in order to extend my lists of regular clients.

Send me samples of your advertising matter, Send me samples of your advertising problems which confront you.

I will look your case over.

If, without too much time and study, an idea, plan or suggestion that seems appropriate to your case strikes me, I will write you apage letter, telling you me. If it suggest something that seems plansible and promises profit, I shall be glad and will take the chance that our future acquaintance will reimburse me.

CHARLES AUSTIN BATES, Vanderbilt Building, New York.

PRINTERS' INK

A IOURNAL POR ADVERTISERS.

LT Issued every Wednesday. Ten cents a copy, Subscription price, five dollars a year, in advance, Six dollars a hundred. No back numbers.

LT For ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to (January Ist, 1801) the end of the century, possible to issue a new edition of five hundred copies for \$30, or a larger number at same rate.

LT Publishers desiring to subscribe for Panyrass Inx for the benefit of advg. patrons may, on application, obtain special confidential terms.

LT fix any person who has not paid for it is resubscribed in his name. Every paper is stopped at the expiration of the time paid for.

OSCAR HERZBERG, Managing Editor.
PRTER DOUGAN, Manager of Advertising and
Subscription Department.

NEW YORK OFFICES: No. 10 SPRUCE STREET. LONDON AGENT, F. W. SEARS, 108 Fleet St.

NEW YORK, JULY 7, 1897.

Good advertising consists in telling clearly, truthfully and persistently the exact facts about the goods advertised.

No CATCH-LINE has been more widely quoted in the advertising world than that of N. W. Ayer & Sons: "Keeping everlastingly at it brings success."

THE prettiest, daintiest mail order booklets that PRINTERS' INK sees are issued by Carson, Pirie, Scott & Co., of Chicago. Some of them are "things of beauty."

MERE advertising alone does not bring success. Unless intelligently done and backed up by a business in harmony with it, it may be a great waste of money.

If a business is meant to appeal to people of refinement and culture its advertising should be of a quiet, refined tone. This does not mean that it must necessarily be dull.

It is better to make one or two broad claims for an article, even if these do not cover all its merits, than to confuse the public mind by a multitude of claims, thus weakening each individual one.

THE first and most important step in advertising is to have your advertisements most carefully prepared, to say exactly what you want to express, to say it in a way to attract the attention of the public, and to say it in the least number of words that will be logical and convincing, so as to impress and create customers for the article advertised.—Chas. E. Hires.

SOCKING IT TO 'EM.

Office of
"THE CARMI COURIER."
Chas. P. Berry, Proprietor.
CARMI, Ill., June 29, 2897.
Editor of PRINTERS' INK:

Editor of PRINTESS' INK:

I have read with considerable interest what is said in PRINTESS' INK:

I have read with considerable interest what is said in PRINTESS' INK, of June 16, 1897, on "The Measurement of Advertisements." I have a similar contract with The Sterling Remedy Company to the one mentioned in that article. The contract provides for a z-inch double-column electrotype, 2 one-inch readers and a three-liners (the readers making 3½ inches). When the electros came there was a z-inch double-column electro, measuring full four inches, and x one-inch reader, the two three-liners, but the other one-inch reader had been divided, making five reading notices instead of four, although the five notices occupy exactly a½ inches space. By actual measurement I lose a little over half an inch space on these reading notices, without taking into account the space lost on the double-column ad.

What would be the custom with reference to accepting or rejecting number of reading notices? The contract provides for four, the advertisers send five, which occupy the same space the four were to occupy, but it takes more time and work in the make-up of a newspaper in a year to place five reading notices than it would four, although the space is the same, and I suppose the contract will be construed that no two reading notices may be run together. I have not begun work on this contract yet, because I do not consider that advertisers have complied with the agreement. I would, however, be glad to know whether other publishers would waive this point as well as the loss of space mentioned in the article I have referred to.
Yours truly,
When a wise publisher receives from

When a wise publisher receives from an advertiser at the beginning of a contract a demand for something more than the contract entitles the advertiser to ask for, the said wise publisher shuts his teeth firmly together and looks disgusted. Then he asks himself, Would I prefer to do what is here demanded of me rather than throw up the contract? If the answer to this question (asked confidentially of himself) is Yes, then the wise publisher acts most wisely by going ahead and doing all that is asked, without wincing or protest. As a rule, publishers look more to the amount of money they are to get than they do to the amount of work they are to do, and in small offices the publisher will (as a rule) give the advertiser about twice as much as he has bargained for rather than let him off from his contract. Extra shrewd advertisers become very expert in skinning country publishers, and the newspaper men, as a rule, seem to rather enjoy the process.-[ED. P. I.

DISTINCTIVENESS is advertising in itself.

QUALITY VS. QUANTITY.

We have always held that the public finds a more profitable advertising medium in a leading three-cent newspaper with a large bona fide circulation among all classes than in a one-cent paper with a cheap circulation "affidavited" up to any figure desired. In spite of voluminous affidavits, solemn legal formulas, fabulous figures, etc., the average advertiser instinctively takes into account the quality and character as well as the extent of circulation in estimating a newspatent of circulation in estimating a newspa-per's worth as a medium of exchange, and the result evidently is that a large cheap cir-culation does not command in the advertising market a value commensurate with its "affi-davited" proportions.

This is but a general law of trade in the newspaper business everywhere. It operates in London and Paris as well as New York

This is but a general law of trade in the newspaper business everywhere. It operates in London and Paris as well as New York and Chicago. No one-cent paper in New York, Hoboken, Goshen, Chicago, Omaha or Salt Lake City has yet displayed sufficient elasticity of conscience or fertility of imagination to "affidavit" its circulation up to anything like the force of the operation. anything like the figure of the one-cent Petit Journal, of Paris, which has concededly the largest circulation in the world. Though not "affidavited," it reaches more than a million copies a day. Yet with all this enormous bona fide but cheap circulation it is not recognized by the public as so valuable an advertising medium as the three-cent Figure,

with its 70,000 circulation, or the Temps, with its 40,000.—New York Herald.

Experience has taught the desirability of advertisers in general, especially those who have tried a sufficient number of mediums, nave trieu a sunctein number or medium, employing a class of papers whose quality is superior, although the quantity may not be large. When it comes to consider quantity regardless of quality, i.e., the mere unit of numbers as indicating a circulation, it is often found to be sadly lacking in those intrinsic qualities which are necessary to enlist the attention of a class of readers whose patron-

age is desirable. age is desirable.

Advertisers are becoming more and more impressed with this idea, and while paying due regard for the size of a paper's circulation there are other facts to be taken into consideration. How much of a paper's published circulation has been temporarily gained by some special offer or fanciful inducement is a question apt to be asked by advertisers. They are beginning to take into account every means adopted by the publishers for the increase of circulation, and in fact to discover if quality is not being sacrificed for quantity.

quantity. They are learning that oftentimes the schemes used are calculated to meet with no favor among classes to whom their advertisements appeal

The question of quantity where bona fide readers of a paper are concerned may always be a mooted question, but the quality of that be a mooted question, but the quality of that part of newspaper circulation temporarily obtained by some special feature, which alone makes it interesting to those attracted, can only be considered worthless to the advertiser. Here is a plain sacrifice of quality to quantity, which, in the end, rebounds to the publisher's own discomfiture. The importance of holding steadily in view the fact that it is not only honorable practice, but "strictly business," to maintain a uniform grade of excellence in the make-up of a newspaper has demonstrated to the careful and successful publisher that all other methods are baneful and deleterious. The judicious advertiser is alive to the requirements

of the times, and does not hesitate to pat-ronize liberally those mediums which have gradually increased in circulation owing to their superior quality, and, although not possessing such a tremendous quantity of readers, still show a healthy and persistent advancement.—Newspaper Maker.

The above points are well made and worthy of consideration. Quantity is important and quality is more so. quantity without quality is worth something to an advertiser, while quality without quantity is worth nothing at all. As a rule, the papers who bray most about quality and are silent about quantity have not enough of either to make them worth an advertiser's attention .- [ED. P. L

WHAT seems the cheapest advertising is frequently the dearest in reality.

SEATTLE'S big daily, the Post-Intelligencer, gets credit in the American Newspaper Directory for June, 1897, for a circulation exceeding the sum total of the issues of the two other daily papers in Washington that stand nearest to it in importance: and the manager, Mr. James D. Hoge, Jr., relates that since the very recent reduction in the price at which the P.-I. is furnished to monthly subscribers the output has increased at a rate that shows this latest move to have been a "ten strike."

IF a man wants to hit a target with a bullet he does not start firing round in a general sort of way in the hope that one bullet will hit something. He takes definite aim at the bull's eye, and does his best to hit it. It is the same with advertising. You do not want to go firing round at anybody and everybody in a vague sort of way, but you do want to aim at something and somebody in particular. Some years ago there was a famous trial of a farmer for shooting a boy. The farmer heard a noise in the orchard and fired off his gun into the darkness, and had the misfortune to kill a boy. It was proved at the trial that he had not aimed at the victim, and, in fact, had not seen him, but that he had fired quite at random. The judge summed up in these words: "The prisoner fired at nothing and missed it." We suppose, sometimes, these good people who fire at nothing in their advertising do occasionally miss nothing, and hit somebody, and get some business, but we do not think their method is to be commended.

ADVERTISING FOR RETAILERS.

Advertisers everywhere are invited to send matter for criticism; to propound problems and to offer suggestions for the promotion of better advertising. Send newspaper ads, circulars, nooklets, novelties, catalogues. Tell your advertising troubles—perhaps Faintrase' Ixx Cine Little Schoolmaster in the Art of Advertising) can lighten them. Address all communications to the Editor of Faintrase' Ixx.

The general store, which deals in folder would not have been wasted. everything from ploughshares to passa- That venerable chestnut, which has menterie, does not seem so funny to appeared so often as a joke, "Please the paragraphers as it did before the examine ours before buying elsewhere, days of the department store. general store is the embryo of the de- as easy to say "Please examine ours partment store. It will always exist and you will not buy elsewhere," for in the smaller places, as the conditions that is what Mr. Ruggle means. Morewhich call for it will probably be per- over, I do not suppose it is customary manent. The general store, as a rule, to spell imagine with two m's in the does not advertise. In most cases it Dominion. There are many of these has no need. It is practically alone in its field. In some towns where it flourishes there is no newspaper published. The general store has no special sales, no bargains, no marked down sales. It is the same to-day, yesterday and forever. The store of A. Ruggle at Floradale, Ont., is a typical general store in that it is located in a small town, takes farmers' produce in exchange for goods, and has no local paper in which to advertise. It is the only store of the kind in the place. Floradale is a village of 2,000 inhabitants. However, Mr. Ruggle believes in advertising. He writes:

FLORADALE, Ont., April 20, 1897.

Editor of PRINTERS' INK:

Inclosed find one of our latest circulars. We issue one every three months, and send them by mail to the people in this vicinity, of which the majority is composed of farmers We have found that the circulars give us good returns, but think they could still do

better Will you please give them your kindly criticism and greatly oblige. Yours, truly, Theo. J. Ruggle, Adwriter for the above firm.

The folder contains eight pages, and can be folded to the size of a card and mailed for one cent. It contains prices of many lines carried by Mr. Ruggle. The prices appear to be very low. The fault is in the printing. Every kind of type known to the country job office has been used, even script. The display is about as bad as it can be. The circular should have been set in just two kinds of type - long primer Roman and a good display letter. The simplest style of display is always the most effective, and the simplest style is within reach of the poorest office. The press-work is very bad also.

The is used in the course of it. It is just kinds of typographical errors. With all its faults, Mr. Ruggle's ad-

vertising is a step forward for the general store, and you will note by his letter that it brings results. If he will take pains in some of the details I have mentioned he will greatly improve this

effectiveness.

Here is a good ad, sent by L. W. Spooner, of the Petersburg Index-Appeal, on which I make the same criticism. It lacks a few prices:

"THINK IT OVER."

Your winter garments will now have to be laid away. What a feast the industrious little moth will have, unless the protection of your clothing is provided for.

An ounce of prevention in this case may save you more than a pound of wearing ap-

parel. The necessary implements of warfare with which to conquer these destructive insects are Moth Balls, Camphor, etc. A full supply at

JAS. P. BANKS' DRUG STORE. Also Genuine Dalmation Insect Powder. THE BEST SOLD

Editor of PRINTERS' INK:

Inclosed find a three-ring circus. "It" has caused more fun than Barnum ever did in our city, and the firm thinks it pays. Competition is fierce among the merchants here, and I have been doing the ad work. Now, do you think such a circular as this pays? Other merchants get out equally as good "lies," but is it profitable? We all wait for PRINTERS! INK to say we go reas. PRINTERS' INK to say yea or nay.
SHARPE, the Printer.

If the firm for which Mr. R. Lee Sharpe does the printing is satisfied, Mr. Sharpe ought to be. If they say the handbill he has sent us has paid them, that is enough. They ought to A little care used in writing the know. The bill in question is cheap

a store that carried a very cheap grade made famous. of goods. I will quote the introduc- tence means nothing. tion to it. An old circus cut and a half-tone of the chariot race from Ben Hur are the illustrations:

OURS IS THE 3 RING CIRCUS.

We have no red lemonade, three-card monte or any wheel of fortune. You must go to the side shows for that. Under our big tent everything is conducted upon a business tent everything is conducted upon a business principle. You pay for what you get and get what you pay for. Our circus is the biggest on earth. We have attractions from all parts of the world, and we have eight men paid to show you the many attractions. Your money refunded at the door if you are not satisfied. We advertise what we have. There is so much advertise in that nauseates—mere twaddle. We have to contend against its influence. All that we print contains a direct appeal to your intelligence and self-interest. Your own interest requires you to keep posted upon what we are selling and keep posted upon what we are selling and how we are selling, and especially upon the bargains that trade chance enables us to place before you. Our prices and goods have a claim upon your attention. We have no a claim upon your attention. We shoddy Cheap John rehashed stuff.

"THE HERALD," HAZEL GREEN, Ky. Editor of PRINTERS' INK:

I have been trying for some time to get up an ad for the Herald that I thought would be an ad for the Herald that I thought would be to the point and at the same time occupy but little space, as I intend advertising in a large number of publications and wish to reduce the cost to a minimum. I have evolved the inclosed and send it to you for criticism through PRINTERS' INK. If 4t can be improved I'd like to knowhow.

Fraternally, etc., SPENCER COOPER.

MADE FAMOUS

In the story of "Jonathan and His Continent," by Max O'Kell. When you want to read a real live newspaper, the Hazel Green Herald fills the bill. \$\foat\text{8}\text{8}\text{9}\text{1}\text{8}\text{7}\text{8}\text{9}\text{1}\text{9}\text{7}\text{1}\text{9}\text{1}\text{9}\text{7}\text{1}\text{9}\text{1}\text{9}\text{1}\text{9}\text{1}\text{9}\text{1}\text{9}\text{1}\text{9}\text{1}\text{1}\text{9}\text{1}\text{1}\text{9}\text{1 space. Send subscriptions, and write for ad rates, to-

SPENCER COOPER, HAZEL GREEN, Ky.

I am inclined to consider this a good ad with one exception. I suppose that the phrase, "Made famous by Max O'Rell," refers to the Herald. I am O'Rell," refers to the Herald. sorry to say that Mr. O'Rell did not make the Herald famous enough for Not me to remember the incident. every one has read "Jonathan and His Continent." I have, but I do not remember what was said about the Her- to connect with the silks about to be ald. It would be just as well to make sold.

and sensational, and could only work the first sentence read so as to show in a small town and in connection with that it was the Herald that Max O'Rell As it stands, the sen-

A merry war goes on between the cash and the credit stores, and each has covert allusions and innuendoes in regard to the other. Bentley, Bass & Co., of Temple, Texas, who do very good advertising for a store in such a small town, make this allusion to the installment houses:

"Extortion Plan."

is what the colored man said the other day in telling his neighbor how he made a re-cent purchase. He, no doubt, meant installment plan. At any rate, the phrase is easily understood when you compare "time" or "in-stallment" prices with the prices made pos-sible here by our ironclad rule of

ONE PRICE, SPOT CASH.

This is striking, but I can not commend it. I do not think such words as extortion are good ones to display in the head-line of an ad. And whatever may be the condition of the installment business in Temple, installment houses can and do sell as cheaply as cash houses. Bentley, Bass & Co. do very good advertising, as I have recently had occasion to note, and this ad is not quite up to their standard.

The Boston Store, of Worcester, Mass., takes two columns for its advertisements. They are set in Roman and DeVinne, and for the most part well set. There are a number of grammatical and typographical errors in the one that has been sent me. They do not hurt the selling power of the ad, but they nevertheless take from its finish, and leave on some people an unpleasant impression. For instance, the types say, "The Impressible Upholstery Man," when irrepressible is evidently meant. also say that he lays awake nights, when most people would prefer that he should lie awake nights than to lie in the ads. These are minor criticisms. What I particularly dislike in this ad is the following paragraph:

When you come to the price don't for one minute confound these silks with the trash that's been recently sprung on our unsus-pecting public at about this price. These are silks, not rags; substance, not shadows.

These are not pleasant associations These vague insinuations are

better omitted. There is too much spite and bitterness toward some competitor in the wording of this, which will do the Boston Store more harm

than any one else.

In a general way this ad would be improved if the heads were set more uniformly, using the same sized type for each complete subject and smaller sizes for sub-heads. As now set it is sometimes confusing.

Advertising a town is always an interesting problem. In a small town which possesses good natural and other advantages it is difficult to do this properly, owing to a lack of means and organization. The citizens of Clinton, S. C., have organized a business league to attract settlers to their town, and have issued an inexpensive but interesting folder, giving "Some Interesting Facts About Clinton." From this folder I infer that Clinton would be a good place for any man to settle except a doctor. The circular says that at this time there is not a single inhabitant sick in bed, and the large orphan asylum located there has not had a death in ten years. The good points about Clinton are clearly and convincingly stated. I have no means of knowing how these folders are circulated, nor what results they bring. The circular gives the name of the chairman of the league, and states that he will be glad to correspond with any one interested. If this folder is energetically followed up it ought to bring good results.

READY-MADE ADS.

II do not write these ready-made ads. They are taken wherever they are found, and credit is given to the author when he is known. Contributions of bright ads are solicited. The name and address of the writer will be prin. A, if he wishes it to be.—Eo. P. I.]

A Good Beer Ad.

PURITY, AGE AND STRENGTH

> combined, make Heurich's "Maerzen" Beer what it is to-day-the peer of any in the wide world.

Heurich's Beer

-both the "Maerzen" and the "Sen-ate"-is six months old when it leaves the brewery. It's unequaled for strength and fine flavor-better than patent medicines.

23 Call for "Heurich's" in hotels and restaurants—order it of your grocers—or write or telephone. Write or telephone.

For a Tailor.

There are four sensible reasons why you should wear our clothes

They are moderately priced.
They are moderately priced.
They are made in the very best manner.
They will give unequaled service.
They greatly enhance your appearance.
Let us take your measure to-morrow.

For a Gas Stove.

"As Cool as a Cucumber."

You'll feel as "cool as a cucumber" after preparing the summer meals by means of a Gas Cooking Stove! No dirt—no odor—no danger—and very inexpensive. Let us show you our line of Gas Cooking Stoves. Very reasonably priced—\$3 and up.

For a Clothier.

Wool crash-something that'll make hot weather endurable.

We introduced it.

It succeeded.

Result: Cheap imitations.
We know the original, it satisfied us, satisfied our customers; we stick to it.

Long-trouser suits and bicycle suits for

men, young men and boys.

If you don't like wool, here's linen; and all other good thin stuffs.

For a Baker.

The Nicest Sunday Dessert

—you can serve is our delicious STRAWBERRY SHORT CAKE. Only the freshest, sweetest berries that come to the city are used in making it. Served fresh from the ovens at any time. Let us send you some for to-morrow's dinner.

For a Bicycle.

Better wheels are made now than were Better wheels are made now than were ever made before, and as poor wheels are made now as ever were made. The best wheel in the world is made in the United States—and the worst. It is not hard to get the best—and it is just as easy to get the worst—all depends on how you go about it. To the careless the best and the worst differ but little in looks. But to select the good—you must get below looks—find out what sort of stuff backs it. Your inquiry will develop the fact that there are two kinds of bicveles—one made up largely of crucible bicycles—one made up largely of crucible steel—and the other isn't.

For a Cleaning Establishment.

Lace Cleaning

is more than a trade with us. It is an art. The real lace and the imitation receive thorough treatment. Both are as good as new when done. Not only this, but we tint new laces to match certain shades now in yogue, and without losing the shape and soltness of design. Lace curtains repaired if needed.

Lace curtains stored free of charge. We will call for the package.

NOTES.

A CHICAGO house labels its suits: "Subject to fits.

A MERCHANT in Shelbyville, Ill., pins to his ad of "summer thin stuffs" a sample of the goods.

THE Century for July contains a sketch of the late Henry L. Pierce, owner of Walter Baker & Co.'s chocolate.

THE actual average circulation of the Al-toona (Pa.) Daily Tribuse during 1896 was 3,296, as shown in the American Newspaper Directory for June.

PETTINGILL & Co., the Boston advertising agents, advertise in drug papers to induce druggists to advertise their preparations through the agency.

It is said that James Pyle, the great advertiser of Pearline, is totally blind, and yet he attends to all of his various lines of advertising without assistance.—Ad Sense, Chicago, for June.

THE largest number of Linotypes in any one printing office is to be found in that of the New York Iterald, which employs fifty-seven. The New York World has fifty-one, and the London Daily Telegraph thirtyfour.

THE latest advertising novelty has been brought out by the Waite-Conelly Company. It consists of a mechanical figure representing a souberted dressed in the latest style. This figure talks, and sings the up-to-date topical songs.

topical songs.

On June 1, 1807, E. P. Remington purchased the Pittsburg office of Remington Bros. He will carry on the business under the name of E. P. Remington. Remington Brothers continue, however, to have offices in New York and Chicago.

THE elephants and camels in the Robinson and Franklin Bros. show were blanketed with advertising legends of different Poughkeepsie firms in their street march through that city last week. On one of the humped camels was a bicycle advertisement which said: "Get a hump on you and buy Stearns' '96 bicycle for \$57," or about that price.

bicycle for \$57," or about that price.

THROUGH an arrangement with the London
Stereoscopic Company, which secured the
exclusive privilege of photographing the
pageant at St. Paul's Cathedral and Westminster Abbey, the New York Times secured a monopoly of all pictures taken in
the Queen's Jubilee, and reproduced them in
its issue of July 4. No other publication in
the United States can secure them.

FACTS ABOUT PABST.

FACTS ABOUT PABST.

The Pabst Brewing Company is in all respects the greatest of any lager beer brewery in the world. The sales amount to 1,000,000 barrels and the number of bottles to 44,000,000 annually. In the manufacture of this enormous quantity of beer about 2,201,000 bushels of malt and 1,335,000 pounds of hops are consumed. The floor space used by the company is nearly 34% acres. The large fee machines produce the equivalent in cold of 2,200,000 pounds of ice per day. The number of people directly and indirectly dependent upon the Pabst Brewing Company for support was stated on the floors of Congress to be 28,000, and this fact established nearly six years ago. The actual number directly six years ago. The actual number directly on the pay rolls approximates 3,000.—Pabst Advertisement.

THE broker's ad should be written so that people will take stock in what he says.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line. Must be handed in one week in advance.

CALIFORNIA.

COR SALE—Dem. weekly. Calif. Profitable. City and county official paper. County seat. \$5,000. FITZSIMONS, 307 Montgomery St., San Francisco.

MISSOURI.

COVERS the field—St. Joseph HERALD—8,000 d., 8,000 S., 9,000 w. LA COSTE, New York.

NEW YORK:

BINGHAMTON LEADER.

BINGHAMTON LEADER, the teatable favorite.

BINGHAMTON LEADER, leading afternoon paper and the favorite family medium.

INCHAMTON LEADER, the home paper, filled full of live local and general news; no boiler plate, no fake features, but a legitimate paper commanding the confidence of its constituency.

DINGHAMTON LEADER, first-class penny that city, commanding the respect and confidence and confidence and confidence and confidence and abroad. Average circulation covering every issue 1886, Daily, 8/65; Weekly, 6,600. More circulation weekly than all the other Binghamton weekly than all the other Binghamton weeklies combined. The S. C. BECK WITH SPECIAL AGENCY, Sole Agra. Foreign Advertising, New York and Chicago.

OHIO.

DAYTON MORNING TIMES, EVENING NEWS, WEEKLY TIMES NEWS, 14,000 daily, 4,500 weekly. LA COSTE, New York.

7 OUNGSTOWN, O., Sunday NEWS; established I 15 years; 2 cents a copy; sworn circ'n 4,230 copies. Reaches the best homes. Rates 30c, inch. Write C. M. SHAFFER & CO., Youngstown, O.

TEXAS.

GALVESTON TRIBUNE.

(JALVESTON TRIBUNE, a money winner.

ALVESTON TRIBUNE, the most influential.

GALVESTON TRIBUNE, prosperous and pow-erful. Leads the afternoon procession.

GALVESTON TRIBUNE makes money for it self and will make it for you. Thoroughly up to date, with all modern mechanical appliances. A live paper for live people.

GALVESTON TRIBUNE, every copy counts. City circulation larger than any newspaper in Texas. A dividend-paying medium, backed by the brains and capital of the city.

C ALVESTON TRIBURE, Daily four pages, U Weekly sight pages, all live, prosperous papers, published by the Galveston Pub. Co., W. F. Ladd, Pres.; Chas. Fowler, Vice-Pres.; George Scaly, Treas.; Fred Chae, See'y and Bus. Man.; Clarence Ousley, Editor. S. C. Beckwith Special Agency, sole agonts.

WASHINGTON.

THE "P.L"

SEATTLE POST-INTELLIGENCER.

WEST VIRGINIA.

WHEELING NEWS, 7,500 daily. Only evening paper in city of 40,000. LA COSTE, N. Y.

STAMPS FOR COLLECTIONS-Send

for book and job work. Bedding 33x46. Takes forms 28x42. Is in excellent con-Takes forms 23X2. Is in extended dition and will be sold for a reasonable figure. NEW JERSEY FREIE ZEITUNG. 75 MARKET ST., NEWARK, N. J.

****** Walter C. Swart Advertisina Agent

Placing advertisements for insurance companies anywhere, any and agents a specialty.

ment placed anywhere, any time, for reli-able people.

P. O. Box 830

128 Wall Street Schenectady, N.Y. *********

"New England's Family Paper.

...THE ...

The average circulation of the TRAN-SCRIPT in 1806 was

23,472.

More than one-half of the TRANSCRIPT'S readers live in Maine; nine-tenths of them live in New England.

Draw Your Own Conclusions.

Will it pay you to advertise in a paper of literary merit, the favorite of \$3,100 New England households?

The Cost is Moderate.

A 4-inch ad costs \$163.80 for six months. The same ad next pure reading matter costs \$180.18. Why not write us?

TRANSCRIPT CO. Portland. Maine.

Displayed Advertisements. FRIENDS' PUBLICATIONS.

These are the only mediums to reach the great body of Friends in the United States and Canada. The Friends are a well-to-do and thrifty people, and have great confidence in anything advertised in the periodicals of the Church.

The Teachers' Quarterly is published for the Sabbath School Super-

intendents and Teachers.

The Advanced Quarterly is intended for the main body of the Sabbath School.

The Intermediate Quarterly

The Anternacy Class of pupils.

The Primary Quarterly is for the infant class. These Quarterlies the infant class. a combined circulation of over 31,000, and are kept in the homes for

31,000, and are kept in the homes for three months; the advertisements cannot fail to attract attention.

Our Kouth's Friend is a literary paper for young people. The average circulation for the past year has been 11,112.

Our Little Folk's Magazine is intended for the little ones. Mothers are delighted with it, and any advertisement in it must claim their attention. Circulation, 4,000.

ment in it must chain.
Circulation, 4,000.
The C hristian Arbitrator.
This is the Friends' publication on Peace
This is the Friends' publication is
Arbitration. The circulation is and Arbitration. The circulation is largely among ministers and educators. It is a very valuable medium for certain lines of advertising. Entire circulation of the papers is over

Publishing Association of Friends, CHICAGO, ILL.

It is the only one

The Agent's New York.

has the honor of being the only true Agent's Paper published in the whole worl d

Completed its One Hundredth successful month with the April issue.

\$\text{It pays advertisers wanting Agents }
} or mail orders. That's why hundreds use its columns year after year.

Advertising of 40 cents on yearly orders; cash monthly in advance, or send through any reliable

It is worth your while to send a quarter, for a full year's subscription. Address

AGENT'S GUIDE.

P. O. Box 434, New York.

The St. Joseph Daily Herald.

An Eight-Page, Seven Col-umn Newspaper, containing Telegraphic Reports from all portions of the world. All the news of St. Joseph and the

Great Northwest.
Intelligent editorial and carefully selected miscellany.
Full, complete and absolutely correct market reports.

ly correct market reports.
Special correspondence
from Capitals of neighboring
States. Published every day
in the year. Mailed to subscribers at six dollars per
year, in advance. We cater
to a class of readers that will
have advertisers to cultivate. pay advertisers to cultivate.

8,000 - Daily

8,000 Sunday Weekly 9,000

5....... 333333333:66666666

H. D. La Coste 38 Park Row New York

In charge of Eastern Adv'ng Department

BEST STORY IS THE BRIEF-

American homes 630,000 filled with the regular families and summer visitors in the small towns and country welcome the five literary papers in the August Edition of LANE'S LIST. Rate \$3 a line. Send \$2.40 a line to-day for cash-trial— August order. Forms close August 4th.

WALTER D. STINSON, AUGUSTA, ME. Texas is the greatest State in the Union. There are over 300,000 Baptists in Texas.

THE TEXAS BAPTIST STANDARD

is their chief denominational medium. The STANDARD has the largest circulation of any religious paper published in the Southern States.

The following affidavit proves that

TO WHOM IT MAY CONCERN:
This certifies that the smallest number of complete copies of the TEXAS BAFTIST STANDARD printed during any week of 1898 was 21,600.

J. B. Cranfill, Proprietor.
(Seal.) T. M. Hamilton, Pressman.
St. Clair Lawrence, Mailing Clerk.

Subscribed and sworn to before me by J. B. Cranfill, T. M. Hamilton and St. Clair Lawrence, this 3rd day of February, 1897.

JNO. T. BATTLE, Notary Public, McLennan Co., Texas.

Advertising rates are reasonable Write to the Texas Baptist Standard, Wace, Texas, for sample copy and rate card.

THE

has a larger paid circulation than all the other Albany dailies combined.

> **BOOKS OPEN** TO ALL.

Consequently it is the best advertising medium in the Capital City.

JOHN H. FARRELI

and Proprietor

Albany, New York. Zananaanaanaanaanaanaanaanaanaana olume XI. Numb

Constant in its influence. Unceasing in its efforts

Special Advertising

OF PARTICULAR THINGS BRINGS SPECIAL PRIVILEGES

in Select Mediums

- The Mason His Family yourself with

The American

The Largest General Circulation of any Masonic Magazine in the World.

DETROIT, MICH. CHICAGO, ILL.
LONDON, ENG.

Make . . . Advertising Pay

2

THE

Evening Journal

OF JERSEY CITY, N. J.,

Was a daily visitor during 1896 to no less than

15,035 Families

in the wealthy suburban population of Hudson County.

The MEDIUM that reaches 15,035 families must pay advertisers.

THE

WHEELING NEWS

Daily, Sunday, Weekly

Is the best advertising proposition in West Virginia.

Our claims are founded on facts and are capable of demonstration.

We guarantee a greater circulation than that of any other Daily paper in West Virginia.

a circulation 7,500 for Daily and Sunday Editions

THE News has a special importance arising from the fact that it is
the only English Evening paper in this field.
You can, therefore, thoroughly and economically cover the homes of
this section by the use of but a single paper.

8 PAGES DAILY. 20 PAGES SUNDAY.

Send for rates and papers to the Home Office, or

38 Park Row, H. D. LA COSTE, Bastern Manager.

Out of Print

The entire June edition of the AMERICAN NEWSPAPER DIRECTORY has been sold.

The next edition, revised and corrected, will be *issued September* 1st. Price \$5, delivered carriage paid.

For \$25, paid strictly in advance, advertisers or others may become subscribers for and members of the American Newspaper Directory's Confidential Information Bureau. The said subscription carries with it a right to receive (carriage paid) a copy of each quarterly issue of the American Newspaper Directory (4 vols. per year), also an annual subscription to Printers' Ink, a journal for advertisers (issued weekly), and the further right to ask for and receive at pleasure confidential reports concerning the circulation or character of any American newspaper credited with issuing regularly so many as 1,000 copies. Such confidential reports will be supplied to subscribers whenever called for.

For further information address

GEO. P. ROWELL & CO., Publishers of American Newspaper Directory and Printers' Ink, No. 10 Spruce Street, New York.

From the Chicago (III.) Daily News, August, 1880:

Measrs. Geo. P. Rowell & Co.'s American Newspaper Directory has long since earned the reputation of being the best of its character. It contains the results of patient, expensive and systematic effort to secure all attainable information of interest concerning American Newspapers. The work has been honestly done. This will not be questioned by any unprefudiced examiner. The most important question is circulation. In attempting to give mexspaper publishers lie, directly or indirectly, concerning the circulations of their sapers. It is the aim and necessity of the Directory to give the truth instead. The result of this difference of purpose is inevitable—a great deal of criticism and abuse from publishers whose untruthrul statements have not been accepted by the Editor of the Directory. The attacks of papers of this class upon the corrections of the Directory are, however, been unsuccessful in affecting general confidence in the character of the work, and Geo. P. Rowell & Co.'s American Newspaper Directory is to-day the dependence and guide, in a greater or less degree, of every large advertiser in the country.





"TWAS in the newspaper and all the world now knows it."



To be in the

NEW ORLEANS STATES

means to be very close to the homes and hearts of the entire population of that city.



The S. C. Beckwith Special Agency, NEW YORK and CHICAGO.





The larger the percentage of the circulation of a paper that reaches the home, the greater the advertising value of the paper.

No paper has a more thorough home reading than

The Detroit Free Press

which for sixty-four years has been the favorite paper of the better classes of Detroit and Michigan generally.

Its three editions circulate to the extent of

36,805 Daily 48,037 Sunday 101,758 Twice-a-Week

Rates and sample copies on application to the home office or to

R. A. CRAIG, 41 Times Building, New York.

A Careful Investigation

Will convince every one that under the New Management

CHICAGO DISPATCH

is one of the CLEANEST, BRIGHTEST and PRO-GRESSIVE Newspapers of the day.

OLD METHODS OLD POLICY

OLD IDEAS
OLD PRINCIPLES

HAVE BEEN OBLITERATED.

ITS AIM NOW IS TO PRINT

All the News that is Wholesome.

NOTHING MORE, NOTHING LESS.

ADVERTISERS will now find THE DISPATCH read in a great majority of the HOMES, OFFICES, BUSINESS HOUSES and FACTORIES, and on ALL the TRAINS and STREET CARS in and about CHICAGO.

Eastern Office: 517 TEMPLE COURT, New York. HOME OFFICE:
115-117 Fifth Avenue,
CHICAGO.

* IT BRINGS * PROFITABLE RETURNS.

Every copy (excepting those used for our advertisers) of the 165,000 circulation of the American Agriculturist Weekly goes to a live, wide-awake farmer, who shows his appreciation of the best things, by the fact that he is a subscriber to the best of all farm papers.

An advertisement inserted in the American Agriculturist Weekly is pretty sure to bring profitable returns. Pick out the edition best suited to your wants, and send a trial order.

AMERICAN AGRICULTURIST NEW YORK. Circulation, 72,000,

Covering the Middle and Southern States.

FARMER

Circulation, 57,000,

WESTERN EDITION, CHICAGO. Covering the Central and Western States.



Circulation, 36,000,

EASTERN EDITION, SPRINGFIELD, MASS. Covering the New England States.

REMEMBER, this weekly can be used to cover the whole country, or the editions separately to cover certain sections.

The Total Circulation Is

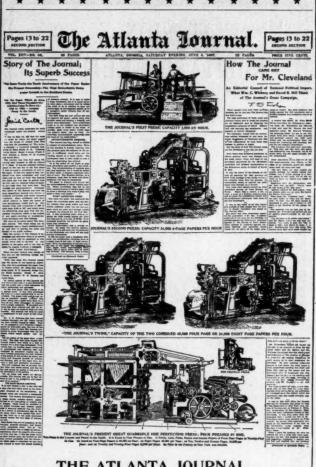
->>> EACH

165,000

WEEK. «

ORANGE JUDD COMPANY,

NEW YORK, 52 Lafayette Place, CHICAGO, Marquette Bidg. SPRINGFIELD, MASS., 27 Worthington Street.



THE ATLANTA JOURNAL.

HOKE SMITH, President.

H. H. CABANISS, Manager.

The S. C. Beckwith Special Agency,

NEW YORK and CHICAGO.

MANARARANANANANANANAN M

Springfield, Mass., and Chicago, Ill.

Each Issue 250,000

GUARANTEED CIRCULATION.

EASTERN EDITION

Guaranteed Circulation ·

WESTERN EDITION

Guaranteed Circulation

120,000 Copies. { 130,000 Copies.

Your * * Should be one of the things to demand your Advertising most careful attention. Look over your list and see if the papers you are using are best suited to your wants. Is your business with the farmer? If so you ought to use the paper that reaches the farmer.

Chat Paper is Farm and home.

We will furnish you all detailed information by mail, if you will write us.

Advertising Rates

for either Eastern or Western edition, 80 cents per agate line each insertion. For both editions, \$1.50 per agate line each insertion. Discounts for large contracts made known on application.

here-

can you find a first-class medium on any better terms? 3-5 of a cent per line per thousand circulation for small orders, less than 1.2 of a cent per line per thousand circulation for large orders:

lps Publishing Co.,

27 Worthington St., Springfield, Mass. 204 Dearborn St., Chicago, Ill.

THE

Republic-Times

OF SPRINGFIELD, OHIO,

9999999999999999

of 40,000 people. In its news service and its bright features it stands far above any of its contemporaries. (If you are interested, just make the comparison for yourself.) Of advertising it carries more than several of its contemporaries put together. Of results — well, advertisers stay by it. In short, it's the best paper in Springfield, and Springfield's a mighty good town.

The Hosterman Publishing Co.

88888888888888888888

SPRINGFIELD, OHIO.

1227 Amer. Tract Soc. Bldg., NEW YORK. go Hampshire Block, CHICAGO.

Job Inks in Tubes.

A great many of my customers prefer their job inks in collapsible tubes, and to meet the popular demand for them, I have concluded to put up my inks in that shape when so ordered. I charge 5 cents extra for each ¼ lb. tube, as that is what they actually cost me. Before I started in the ink business my competitors would not think of selling a ¼ lb. can, unless it was a very high-priced ink ranging from \$5 to \$32 a lb. Who ever heard of news ink being sold at 4 cents a lb. until I started it in 1894?

My competitors have all met my prices, and are now giving credit as an inducement to regain the trade which I took from them. My prices still remain the same, and if you don't send the cash you don't get the goods.

Money returned if goods are not found as represented.

Send for my price list. Address

Printers Ink Jonson,

8 SPRUCE ST., NEW YORK,

It Holds a Unique Position.

"There is probably no daily newspaper in the United States, none in the world, in fact, with the possible exception of the London Times, which can boast of so high an average of culture, refinement and wealth among its readers as The Evening Post. . . . Advertisers are beginning to discover that quality counts even more than quantity, and the quality of the 'Post's' circulation is of the best."

THE JOURNALIST, May 8, '97.

Clean in its news, independent in its editorials, unyielding in its advertising rates, which are always the same as printed on its schedule, ever ready to tell the truth about its circulation and print the figures, ever zealous in upholding the character of its advertiser,

The Evening Post

holds a unique position in American journalism and offers unsurpassed facilities to those advertisers who wish people of means and culture to know what they have to offer.



WHY IT PAYS ADVERTISERS

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The People Who Purchase It Have Money

..THE ..



SUNDAY PAPER

Is Always Purchased By People Who Have The Stuff

Having It To Purchase A Five-Cent Paper They Have It To Purchase Good Goods From The Advertiser

GIVE A TRIAL ORDER AND SEE WHAT COMES FROM 250,000 TELEGRAM READERS

H. S. BROOKS, President and General Manager.

A. FRANK RICHARDSON.

New York. London.

Chicago.



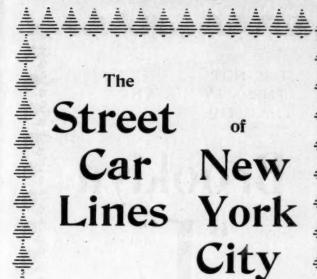
IT SELLS FOR FIVE CENTS (5°)



Mr. F. A. Franklin, a traveling salesman, says: "About six months ago I bought my first box of

R·I·P·A·N·S TABULES

and was so pleased with the result that I have since bought them in various parts of the State. Being a traveling man, and compelled to drink all kinds of water and eat all kinds of food, I find the Ripans Tabules are the best aid to digestion I have ever tried."



in which we control the advertising are not many but they're good, and the service is positively approached by none. We have a uniform appearance of cars everywhere and advertisers of experience know it. They save time, money and annoyance by placing their Street Car Advertising with us. Send for rates.

Geo. Kissam & Co.

253 Broadway, New York. ****************

IT IS NOT
GENERALLY KNOWN
THAT THE

Brooklyn "T"

is the only through route, with no change of cars, from Brooklyn Bridge to Coney Island, or that trains run every 20 minutes weekdays and every 5 minutes Sundays. This makes the advertising doubly valuable; there are three other divisions also, and you can't cover Brooklyn as cheaply or effectively in any other advertising medium. Write us for rates.

GEO. KISSAM & CO., 253 Broadway, N. Y.

Street Car Advertising

in its perfection, as placed by

Geo. Kissam & Co.

253 Broadway,

New York.



No one has handled it as well—no one can. No one has such a system or such a list of cities. "There are others," but discerning advertisers know who are at the top—and propose to remain there.

It is like this

An advertising agency is useful to the extent that it understands a customer's needs and has the ability to formulate and successfully carry out an intelligent and practical plan to provide for them.

It requires one with experience, capital and abundant equipment, individual supervision of all details, supplemented by well organized departments with trained skill in each, to accomplish that which every advertiser is entitled to, *i. e.*, the very best service for his money.

With 30 years' experience for our guidance and superior facilities at our disposal, we solicit large or small orders for all publications in the United States or Canada.

Advertisers may through us save time and money and secure the best results.

The Geo. P. Rowell Advertising Co.

10 Spruce Street, New-York.